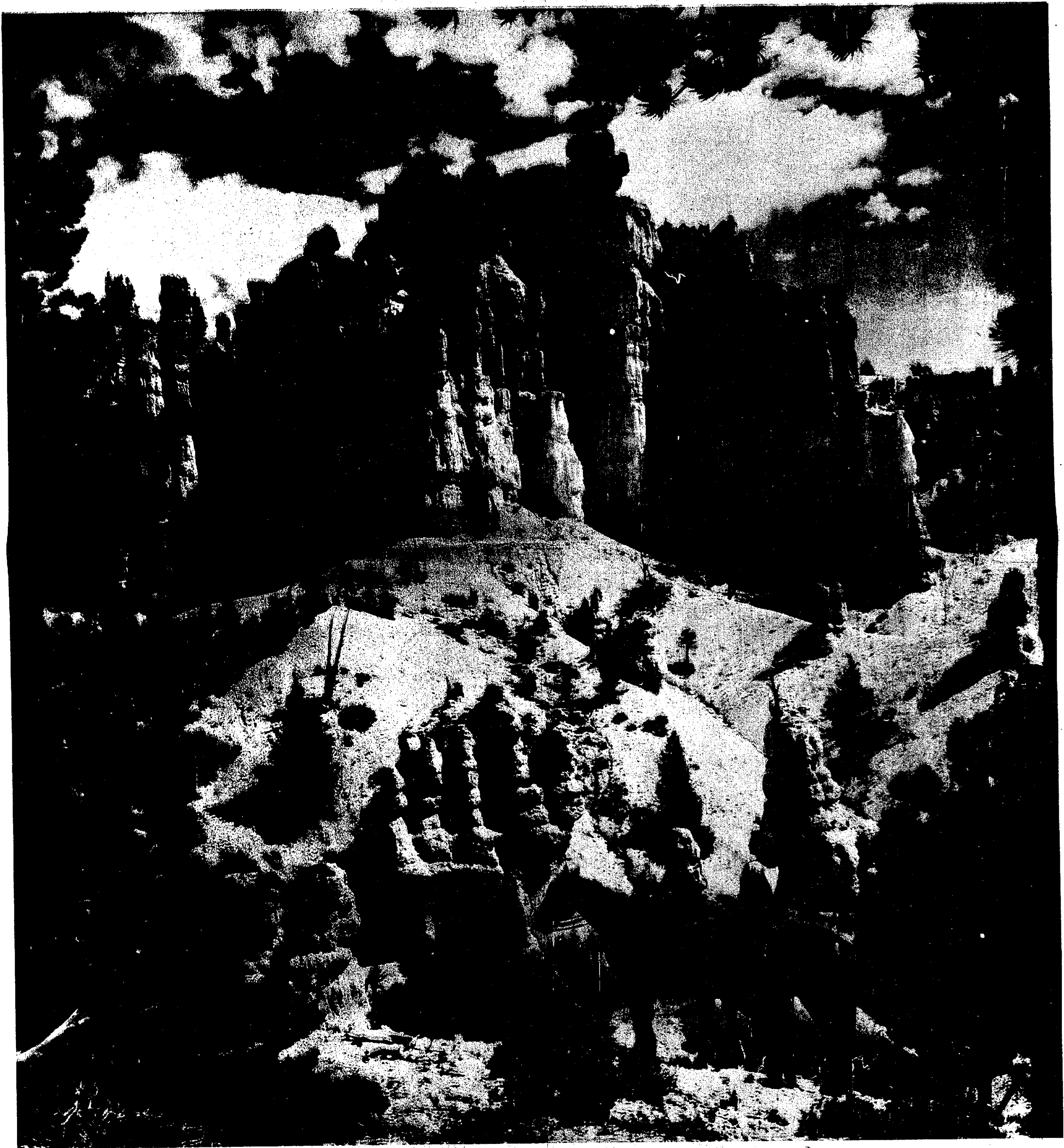


Press-Telegram  
*Southland*

LONG BEACH, CALIFORNIA, SUNDAY, JULY 30, 1950

MAGAZINE  
Section



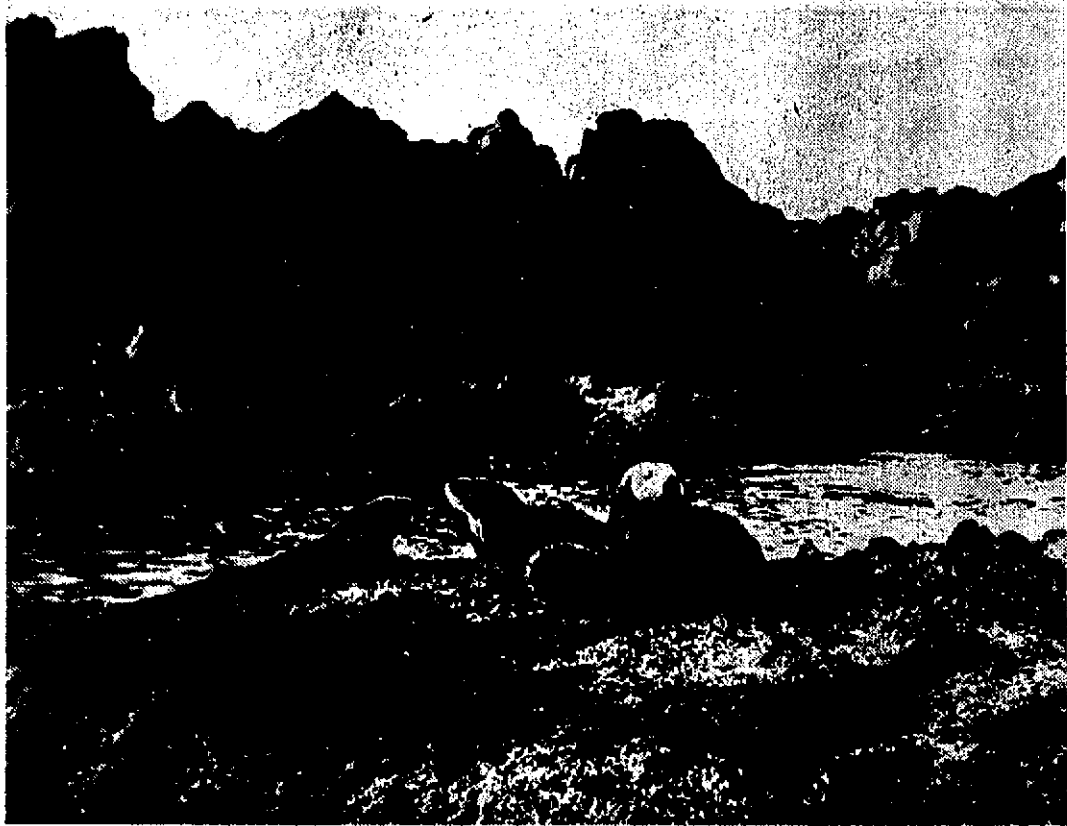
## WESTERN FAIRYLAND

—Union Pacific Railroad Photo.  
Spectacular cliffs, ages old, carved and colored by Nature, abound in Bryce Canyon which is visited annually by scores of Long Beach vacationists. Scene above is in canyon area known as "Fairyland."

Timid creature of the briny, called variously  
Child of the Sea and Old Man of the Sea,

# The Sea Otter Is Coming Back

By Donnell Culpepper



Three adult sea otters and a pup sun themselves on the rocks at Amchitka. The photo gives some idea of the rugged terrain in which the otters hide away.



—Photos by Warden Carl Loy and Robert D. Jones Jr. of the U. S. Fish and Wildlife Service.  
Here is a pod of sea otter swimming about Amchitka rocks. Highly prized for fur, sea otter were slaughtered by hunters for years; almost became extinct.

**T**HE SEA OTTER, a timid little creature of the Pacific and once near extinction, is on its way back, thanks to the Fish and Wildlife Service of the Department of the Interior.

Possibly no other inhabitant of the Pacific was ever so widely sought in the preceding century. At one time sea otter pelts were said to be worth their weight in gold.

Traders murdered entire Aleut tribes in Alaska, left their bodies on the frozen tundra of the north and sailed with their booty—the pelts of sea otters.

Other traders committed piracy, killed their fellow men and sank ships in order to take the pelts for their own.

Sea otters once were abundant from Southern California to northern Alaska. They faced their greatest danger in the Russian occupation of Alaska. When the United States bought Alaska from Russia in 1868, the famed fur-bearing animals had been reduced almost to the point of extinction.

**R**EGULATIONS and limits were put into effect at that time in an effort to save the otters. Those rules remained on the books until 1910 when the United States outlawed the killing of any sea otter. This nation was forced to take such drastic action to save the small remaining groups.

The Fish and Wildlife Service now estimates that there are 8000 sea otters scattered along the Alaskan and Aleutian Islands coastlines.

While the government does not share in the protection of the California coastline, its agents believe that there are 200 sea otters scattered along

its remote inlets and coves. California's sea otters came under protection of the State Fish and Game Division.

The sea otter often has been called "the child of the sea" or "the old man of the sea" because it has so many mannerisms characteristic of humans. Those two names are not as contradictory as they might seem.

**W**HILE the four-and-one-half-foot long, 50-pound adult looks like an old man, with grizzled hair on the head and shoulders and a full bristly mustache, he lives and plays like a child. He is not as beautiful a swimmer as the otter of fresh water, but he undulates through the sea with a scissors kick, now and then rolling on his back to kick himself along with one foot, his forepaws resting on his chest.

The otter's chest also serves as his table. On it he spreads sea urchins as he tears them apart. And that, by the way, is his principal diet. After finishing lunch, the otter rolls over a few times and scrubs his head and neck with his paws.

No mother of the wild is more careful of her young than the sea otter parent with her single kit or pup. The baby rests on his mother's chest most of the time, receiving more kissing and fondling than the average infant in these modern times. In an emergency, mama tucks junior under one arm and dives into a kelp jungle for protection.

The female sea otter also is like a human mother in that she will not hesitate to spank junior when he needs it. Should the pup, while learning to swim, fall to dive under the crest of a breaking wave, he could be killed on the rocks. Until this lesson is learned, the mother will thrash her pup—and no doubt it hurts her worse than it does him.

**S**EA OTTERS are beginning to pay off for the Fish and Wildlife Service; the otters are increasing. More colonies—not to be mapped for unscrupulous men to locate—are to be started—and, some day when the numbers have increased, surplus sea otters will be harvested for an annual yield to run into the hundreds of thousands of dollars.

Until that time, considerable research must be carried out to locate the shelving shorelines and undersea coastal tables where sea urchins, principal food of the otters, thrive. Also protection must be provided in large kelp beds where the otters may rest, play and hide from their two worst enemies: Killer whales and men. They are constantly alert against these foes, occasionally shading their eyes from the glare of the sun with their paws to look for killer whale fins or boats of men.



The adult sea otter, above, was hauled out of the Pacific at Amchitka Island. A timid creature, this one indicates just how frightened a sea otter can be.



Hand painting plates and other glassware needs no special skill or materials, can be done at home, adds dramatic beauty to articles for home use or gifts.

By Jule Armin

**B**EAUTIFUL hand-painted glassware is easily made at home. Special talent and equipment are not needed. Just paste the design on the opposite side and copy it through the glass. Then fire it to permanency by bringing it slowly to 350° in your own kitchen oven, or by spraying on a transparent overglaze.

Old greeting cards offer a wide range of exquisitely shaded flower pictures, just the right size for decoration on dishes. Magazine advertisements contain bits of art well worth copying, from abstract forms to realistic florals, borders for edging dishes, gay-col-



Real flowers may be used as a guide in touching up a pattern copied on glass, in the way it is used here.



—Photos by Jule Armin.  
Beauty of glassware is enhanced here by pictures of birds copied by Mrs. M. E. Butterfield, 1118 Orizaba.

ored birds and attractive silhouettes. Seed catalogues are splendid for richly-colored fruit and true life blossoms especially suitable for large serving dishes and trays. One lady copied the design of her dining room wallpaper on her glass lunch set. Another used her wedding flower as the decorative motif for stenciling both her table linen and glass dishes. Jars of home-canned fruit become doubly gift-worthy when a picture of the fresh fruit is painted on the jar. Monograms prove that the present was made with personal thought for the recipient.

Glass paints are very inexpensive. Buy just the three primary colors and mix your own, or try one of the several brands with wide range of colors, that can be found in all art and most department stores. Paints can be blended together.

(Continued on Page 8, Col. 7.)

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Member  
**PACIFIC SUNDAY MAGAZINES**

FRED TAYLOR KRAFT,  
Magazine Editor

Press-Telegram Southland Magazine

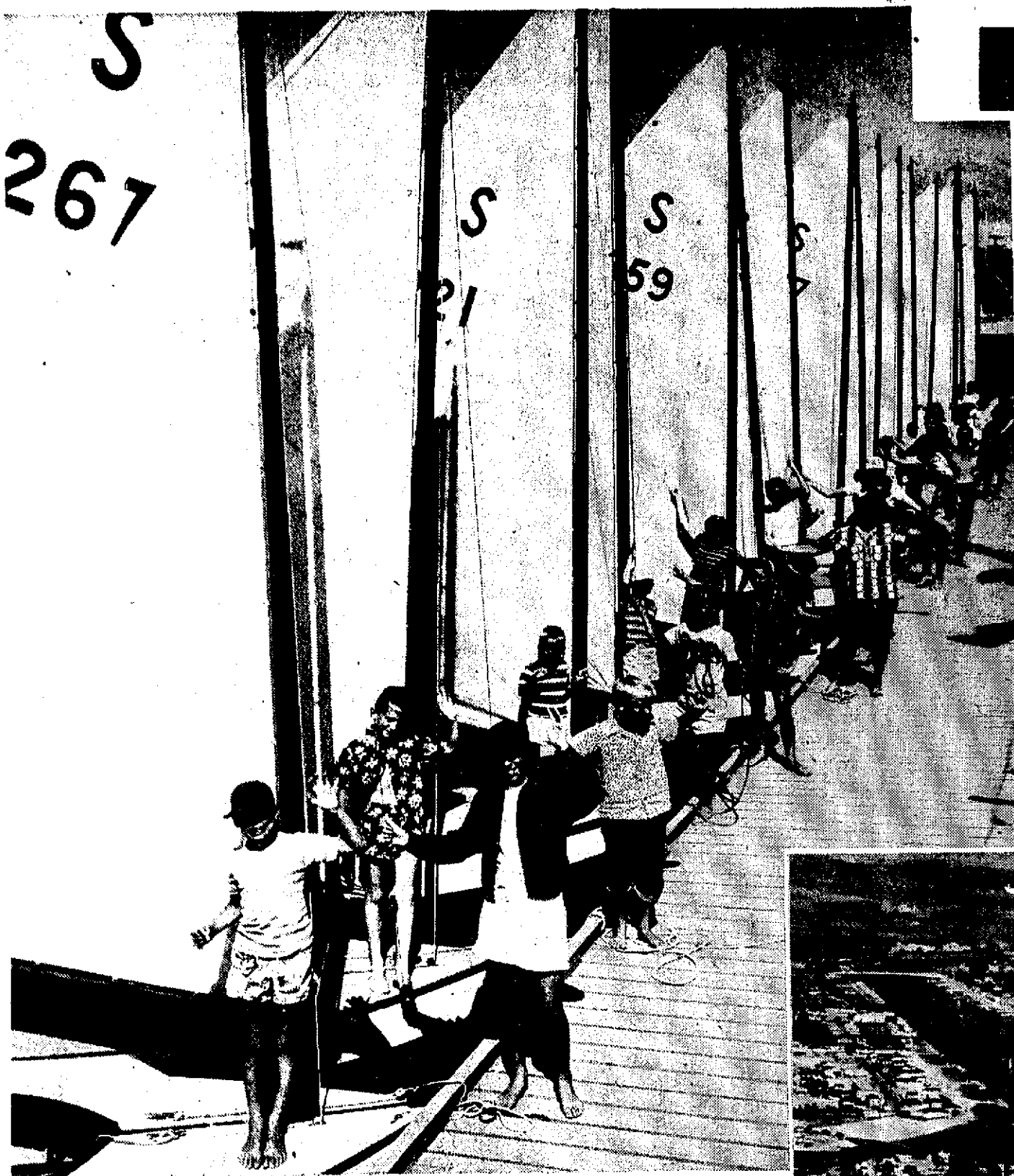
1950  
8th Annual  
Fiesta de la Playa

Belmont  
Shore  
20-30 Club  
Announces  
THE  
1950  
FIESTA  
August 11,  
12 and 13



# Flight of The Snowbirds

Outstanding small boat sailing race in the United States, the Flight of the Snowbirds, is scheduled at 1:30 p. m. today down the main channel of Greater Newport Harbor and return.



Here are some of the Snowbirds and their skippers lined up at the float awaiting final orders and the signal to go to the starting line



Like a flock of white waterbirds, 12-foot Snowbird boats are single sail Marconi rig catboats, one of Southern California's most popular types. Snowbirds originally were designed to be the Olympic monotype class for the Tenth Olympiad which took place at Newport in 1932. Flight of the Snowbirds originated in 1936. Above, close up view of event; left, air view of race.



Eager competitors come from far and near to compete in the big race. Here are some of them launching boats.



—Photos Courtesy Photostory, L. A.

Captain and crew hoist sail, showing teamwork that is key to good sailing. Many fine prizes await the winners.

Besides being a beautiful spectacle, Snowbird races develop thrilling action, like that in the photos at right.



Girls as well as boys have a place in the Flight of the Snowbirds, like two at left.



# Sonorans Strike New Bonanza in Movie Hookup

## Rental Business Booms

HOLLYWOOD, July 29. Want to rent a stagecoach or a train? Like to borrow a herd of cattle or a flock of sheep. Hunker to boss a western town or run a gold mine?

If you do, there are 17 men in Sonora, Calif., who will fix it up for you. Especially if you're a movie producer from Hollywood.

The 17 comprise the Sonora Motion Picture Association, and are just about all the leading lights of that community of 3500 which clings to the western slope of the California Sierra Nevadas, and is the center of the fabulous Mother Lode gold mine region.

At present Sonora is host to Nat Holt's "The Great Missouri Raid" production in technicolor for Paramount. Last week it had a location troupe for Universal-International, and next week it will be a picture company from Metro-Goldwyn-Mayer. It goes on like that through the year.

The Holt picture used Sonora's pride, the venerable, 81-year-old locomotive Snooky Sue, one-time queen of the Sierra Railroad, which carries freight the 55 miles or so between Sonora and the mainline connection downhill at Oakdale. The line started out in the 1850s hauling gold out of the Mother Lode, and passengers.

The association says you can rent an engine with train for \$300 for eight hours work.

Some other items on the association list—western street, day, \$25; stage coach, \$15; covered wagon, \$15; four-up wagon, \$5; buggy, \$3.50; hack, \$3.50; buckboard, \$3.50.

Then there's the important item of livestock, including saddle and harness horses, \$4; travel time for same, \$2; "loose" horses, \$2.50; "cast" horses (for the stars), \$5. It is noted that all horses have a fixed valuation of \$150 unless otherwise stated. Cattle per day come to \$2.50 per head, with travel time at \$1.50; sheep or hogs, \$1.25.

## Filmland Nosier About Noses Than Other Cities

By Patricia Clary

HOLLYWOOD, July 29. (U) The nose, which a new best seller says is man's most interesting, important and varied feature, is also interesting, important and varied in Hollywood.

Dr. Harold M. Holden has written about the human nose in "physiology, psychology, art, drama and folklore." Aubrey Totter thinks he missed a bet by not writing also about the human nose in Hollywood.

"Sometimes noses have even figured in a romance," Miss Totter said. "They tell me Claudette Colbert had a cold in the nose one day and went to see a nose specialist. Their mutual concern with noses led to romance, and they're still married."

At least one man in Hollywood—Jimmy Durante—built a career on his nose. It's so important to him he had it insured.

A nose famed in literature, Cyrano de Bergerac's, is the subject of a new movie. A distinguished composer, Dmitri Tiomkin, is writing music about the nose. He says the

music will "smell."

Many a male star's success has been contributed to by what is known as a Roman nose. Richard Conte, who stars with Miss Totter in Universal-International's "Under the Gun," is one example. Another is Gregory Peck.

The late W. C. Fields sometimes said much of his success rested on the misshaped Irish potato that stuck out on his face.

Bob Hope would never trade his ski-nose trademark for a new one, either. But a lot of people do trade noses, and that's another part of the Hollywood nose story.

Movie aspirants keep Hollywood and Beverly Hills doctors busy taking off old noses and putting on prettier ones. The favorite type is the ruler-straight nose of medium size. The slightly turned-up feminine nose with flaring nostrils, like Marlene Dietrich's, is highly acceptable, too.

"I'd say that Hollywood is more concerned about noses and nosier about noses than any other community on earth," Miss Totter said.

## Star Sold Ice Box to Eskimo

HOLLYWOOD, July 29. (U) At last the man has been found who sold an icebox to an Eskimo and sent to a man in the Sahara Desert. It's a movie actor, Mark Stevens.

Before he threw away his sample case for a makeup case, Stevens toured the world as a high-pressure salesman. He once sold \$140,000 worth of refrigerating and deep freezing equipment to a Nome, Alaska, wholesaler.

Then there were the four

steam locomotives he sold the little republic of Andorra.

"I got \$5000 commission," he recalled, "and spent it all in a 24-hour fling at Monte Carlo. When I woke up, I was broke and had to get a job selling soda pop to French wholesalers."

Within three months he had enough money to go back to his native Cleveland, Ohio. His next business was bill-collecting, and that's how he got to Hollywood.

"I got a fleet of trucks with loudspeakers and parked them outside of homes of people who didn't pay our clients," he said. "So many of the drivers got punched in the nose I had to drop the whole idea. It cost me \$12,000 to settle all the suits."

At that point Stevens decided to "sell" himself to Hollywood. His latest sale was to Universal-International where he's co-starring with Ann Blyth in "Katie."

## 'Louisa' Bares Attitude of Women Toward Men

"WOMEN are soft, mild, pitiful and flexible." That's what Shakespeare said!

"Man is destined to be a prey to woman." That's what Thackeray said!

"Woman: Bringer of woe. By whimsical etymological derivation from woe plus man." That's what Webster's unabridged says.

Whatever women think about men—or vice versa—in their innermost thoughts, one thing is plain. American women do change their minds about men—and how to handle them—with each succeeding generation. Specific evidence of this fact comes to light in connection with a new movie comedy, "Louisa," which Universal-International is about to release. All-star in its cast, including Ronald Reagan, Spring Byington, Charles Coburn, Edmund Gwenn, Ruth Hussey, Piper Laurie and Scotty Beckett in

its top roles, the movie is unconsciously illuminating in the manner of modern domestic relations and the attitude of three generations of women toward their men.

The movie casts Spring Byington as a grandmother, Ruth Hussey as her daughter-in-law, and Piper Laurie, 18-year-old newcomer to the screen, as Miss Hussey's daughter. Not only in their roles do they illustrate American women's attitude toward their men folks, but in their private lives each sounds off freely about men—with just the attitude one expects in the film from women of their age group.

The result really lets poor man know just where he stands with grandma, wife and daughter. If the trend in juggling the male animal continues in the direction indicated by these groups' attitudes, Mr. Homo Sapiens will eventually quit looking upon himself as the stronger sex!

Spring Byington, 52, is a product of the drop-the-handkerchief era. She still believes that woman is subordinate to man; that, like the peacock, the male of the species must do the preening and strutting while the female, the perfect help mate, does the admiring.

Miss Hussey, wife and mother of two boys in private life (as well as a boy and girl in "Louisa") believes, in private as she does in the film, that agreement with man's attitudes and ideas, no matter how fantastic, is the politic approach—because—the experienced woman can always get around him at the propitious moment. Not the same respect for the poor guy found in grandma's attitude, you'll note.

Piper Laurie, the teen-ager, youngest female group worrying about or even thinking of males, says "No tricks! Be honest, blunt if necessary when diplomacy fails, but tell him what you think even if it hurts."

Spring Byington (left), Piper Laurie (center) and Ruth Hussey reflect the attitudes of three generations of American women toward men in "Louisa," Universal-International's soon-to-be-released comedy which



should be choice fare for the entire family. Miss Laurie is a newcomer to the screen. Others in the all-star cast include Ronald Reagan, Charles Coburn, Edmund Gwenn and Scotty Beckett.

## Record Album

By David C. Whitney

"BARBER SHOP HARMONY," a London Records album, should be a best seller among the boys down at the corner. It features The Mid-States 4, the quartet which won the international barber shop singing crown a year ago. The eight close harmony numbers include "Carolina Sunshine," "I Want a Girl," "Josephine" and "When I Lost You."

Organ music fans should enjoy a new RCA Victor album with Dick Leibert playing the Music Hall organ. The six tunes in the book include "Star Dust," "When I Grow Too Old to Dream" and "Home on the Range."

Victor Young and his Singing Strings have eight pleasant listening numbers in a new Decca album, "April in Paris." The French-flavored songs are "April in Paris," "Dancing With You," "Speak to Me of Love," "Figueroa," "Beyond the Sea," "Comme Ci, Comme Ca," "The River Seine" and "La Vie en Rose."

Phil Harris has a fine time with a pair of novelties dealing with the good old days, "Simple Melody" and "On the Mississippi" (Victor). . . Stan Kenton's latest instrumental numbers are "Evening in Pakistan" and "Jolly Rogers" (Capitol). . . Comedian Peter Lind Hayes is pretty funny on "Sing Me a Happy Song" (Decca). . . Another funny man, Abe Burrows, does an amusing cowboy type song, "Lopin' Along" (Columbia).

Artie Shaw's orchestra combines with Mel Torme to put out one of M-G-M's best records with "I've Got the Sun in the Morning" and "There's No Business Like Show Business" (M-G-M). . . Bing Crosby sings with Sy Oliver's Orchestra on "So Tall a Tree" and "I Didn't Slip, I Wasn't Pushed, I Fell" (Decca).

A GOOD pair of novelty tunes have been recorded by Freddy Martin's band, "Sam's Song" and "Mambo Jambo" (Victor). . . Nappy Lamare's Strawhat Seven has two good Dixieland, "It Ain't Gonna Rain No Mo'" and "This Is the Life" (Capitol). Jimmy Durante is at his funny best with "A-Razz-A-Ma-Tazz" and "I'm a Vulture for Horticulture" (M-G-M). . . Dinah Shore has two good ones with "I'll Always Love You" and "I Didn't Know What Time It Was" (Columbia).

Decca Records has re-issued three albums of discs from its Brunswick files. All are fine collectors' items and are issued on 33 1/3 long playing records. "Ellingtonia" contains eight tunes recorded by Duke Ellington's orchestra in the late 1920s and early 1930s, including such well-known pieces as "East St. Louis Toodle-Oh," "Black and Tan Fantasy," "The Mooche," "Mood Indigo."

"Louis Armstrong Jazz Classics" shows the King of the Trumpet at his best in eight numbers made in 1926 and 1927 with three small jazz groups. Among them are "Wild Man Blues," "Georgia Bo Bo," "Terrible Blues," and "Santa Claus Blues."

## Betty Goes for Color

YELLOW and red, with touches of silver or occasionally black and white, seem to be the favorite lounging color combination for summer with stars like Betty Grable, whose coloring is very well suited to these shades.

One outfit, particularly liked by Betty, is a pair of black slanting shorts worn with bright yellow knitted tube top (strapless) and a brief little black corduroy jacket with push-up sleeves.

## Music Notes

## Rubinstein to Appear in Bowl Performance

By Mary Lou Zehms

ARTUR RUBINSTEIN, sometimes called the greatest Polish pianist since Paderewski, will be guest soloist with the Hollywood Bowl Orchestra in a performance Tuesday night in the Bowl. Artur Rodzinski will be on the podium.

Recognized by the world of music as a specialist in the performance of works by Chopin and Brahms, Rubinstein is celebrated also in his interpretations of modern works. Many modernists have created new works expressly for his use, among them Stravinsky.

After giving 75 concerts in America in 1906, Rubinstein returned to Europe and went into temporary retirement. During World War I he served in London as an interpreter (he speaks eight languages fluently), then on a successful tour of South America and back to the United States for the 1919 season.

On Nov. 21, 1937, Rubinstein made an historic reappearance in America as soloist of the New York Philharmonic, performing the Tchaikovsky concerto. He was acclaimed by Olin Downes who said the performance "was distinguished by qualities of a brilliant pianist and musician who should have been heard oftener in late years on this side of the ocean."

A BRIEF note from Mae Gilbert Reese, formerly of this city, who is spending the summer in France with her cellist son, Gilbert, says she is studying with Alfred Gortot, recognized not only as the dean of modern French pianists but also as one of the most influential French musicians of our time. Gilbert, between concert engagements, is studying with Pablo Casals, generally accepted as one of the greatest violinists of all time and one of the foremost musical interpreters of our day. Mrs. Reese will return in the early fall to her home in Los Angeles, while

Gilbert plans to spend another year on the continent.

FRANK SORIANELLO JR. writes from the College of the Pacific Theater at Columbia State Park, Calif., that he is with the summer stock company of the college, having appeared in one play and is now working on the second. He took the leading role in an original play "Emperor of San Francisco" and will play the part of Armand in "Camille."

The local actor and singer is majoring in music with emphasis on opera. Last semester he was in the music department's production of "Il Trovatore" and is cast for Figaro in the "Marriage of Figaro" and Mephistopheles in "Faust" in the fall. Prior to receiving a scholarship at the college, Frank was a voice student of Douglas Steade.

## Little Guys Prefer Tall Gals?

HOLLYWOOD, July 29. (U) Funny thing about tall girls. It's the little guys who most often ask them for dates. Some shorties prefer them in flat heels, some in high. Smaller boy friends give more expensive presents than the big fellows do.

This lowdown on the higher-ups comes from two tall brunettes who act in pictures. Usually Susanne Rosser and Herberta Williams are scantily clad show girls helping to decorate some musical like Betty Grable's recent "Wabash Avenue." They were playing jungle Amazons in Johnny Weissmuller's "Fury of the Congo."



Living Theater

## Broadway Actor Has Busy Schedule

BROADWAY playgoers who watch Lorenzo Fuller stop the show each night when he puts across the song, "Too Darn Hot" in "Kiss Me Kate," would be justified in thinking that his efforts constitute a pretty fair night's work.

Actually he's busier outside the theater than he is in it.

Fuller is one actor who can't sleep until noon. He has an 8:30 a. m. disc jockey show over station WLIB. He not only spins the records of others, but sings and plays piano along with them.

He records for Columbia. He also is a musical coach with two studios, one in Carnegie Hall. He plays six musical instruments and has written an Irish musical fantasy that he is trying to get produced.

Fuller has done the musical background for a movie, "Miracle in Harlem," and occasionally knocks out special material for singers.

Fuller also came to New York to study at the Juilliard School on a scholarship after taking degrees in music at the University of Kansas.

Proof that he's not a prophet without honor in his own country is the fact that 12 members of the cast of "Kiss Me, Kate" are vocal students of his. One of them is Ted Scott, understudy for the leading male role.

THE Theater Guild has relinquished its option on Samson Raphaelson's play, "Hilda Crane," and Arthur Schwartz has taken it over for production this fall. The Guild had held it for a couple of seasons, but couldn't seem to cast it to satisfy everyone.

Schwartz, known as a composer and producer of musicals, hasn't presented a drama before. Raphaelson, one of the country's leading playwrights, hasn't had a Broadway production since "The Perfect Marriage" in 1944.

HELEN HAYES, who is taking a month's vacation while "The Wisteria Trees" is closed temporarily, is negotiating for the rights to the late Sir James Barrie's "Mary Rose" so she can present it next winter with A. N. T. A. at the latter's playhouse. She would not appear in it.

ETHEL MERMANN's leading man in "Call Me Madam," the Irving Berlin-Russell Crouse-Howard Lindsay musical about a female ambassador, will be Paul Lukas, who has been involved with the movies since he last appeared on Broadway in 1940 in "Watch on the Rhine."

The show will open Sept. 11 in New Haven, Conn., and will arrive in New York in mid-October. ROBERT ALDA, who has had an uneven time of it since he played George Gershwin in the movie, "Rhapsody in Blue," will get his Broadway chance this fall in "Guys and Dolls," a musical comedy based on material of the late Damon Runyon. Frank Loesser has done the score and probably will find himself represented by two Broadway shows at the same time since his "Where's Charley?" shows no sign of departing.

## Glamour Not Beauty

HOLLYWOOD, July 29. (U) Glamour has little to do with physical beauty, Director George Cukor says. The most glamorous woman he ever knew was Marie Dressler.

In his 17 years in movies, Cukor has directed such beauty queens as Greta Garbo, Ingrid Bergman and Lana Turner. The queen of them all, he says, was the late Miss Dressler.

"When I knew her she was elderly, anything but streamlined, and her face bore the lines which are the marks of living," he said. "She wasn't beautiful when she played comedy with Weber and Fields at the beginning of the century. She wasn't beautiful when she starred with Charlie Chaplin in 'Tillie's Punctured Romance.' She wasn't a beauty when she broke box office records at M. G. M."

"But she had true glamour, the power to interest and be provocative, to sway people and make them laugh and cry and thrill when and how she wished."

Currently, Cukor is directing Hollywood's newest addition to the glamour ranks, Judy Holliday, a petite blonde with a curvaceous chassis and a comelike walk. The film is Columbia's version of the Broadway hit, "Born Yesterday."

Miss Holliday, as she herself admits, is no raving beauty. "That has little to do with the fact that she is factually glamorous," Cukor said. "Glamour springs from character, artistry and the ability to project emotional tension. It has little to do with beauty, for glamour is more than skin deep."

"It's easy to find hundreds of girls who have faces and bodies that look as if they've been sketched by George Petty," Cukor said. "But put most of them on the stage or screen and they wouldn't mean a thing. They lack that inner something which I call glamour."

## Repeat Roles

John Lund, Diana Lynn, Marie Wilson and comics Dean Martin and Jerry Lewis, who appeared in Hal Wallis' "My Friend Irma," repeat their roles in the sequel, "My Friend Irma Goes West." Corinne Calvet, shapely Parisian star, is also co-starred in the comedy.

as I unwrapped them under the Christmas tree."

A problem for tall girls is a small make of convertible now popular here. "Three of us tried to get into one," Herberta reported. "It was impossible. We had to call a cab." Susanne disclosed, "I don't like real tall men. I'm happy when they're about six-one or two." Herberta: "Height doesn't make any difference. It's the personality."

Herberta disclosed an odd male quirk: "When they're almost your height, they want you to wear flat heels. But if they're quite a bit shorter, they don't want you to. They want you to wear high heels."





Children at play are among the choicest subjects. Never pass up a chance to take pictures like this.

# Sandwiches for Summer

By Mildred K. Flannary

**S**ANDWICHES have come a long, long way since the Earl of Sandwich first put two pieces of bread together with a filling in the middle and thus created the shortest cut to a seven-course dinner ever devised.

Sandwiches are much in demand on summer menus and one variety which is refreshing and satisfying is tuna club sandwich. The new grated tuna adapts itself ideally to summer dishes, it's especially nice for luncheons and may be served at a colorful place setting.

## Tuna Club Sandwich

- 1 6½ ounce can bite-size grated tuna
- 2 tablespoons lemon juice
- 2 teaspoons prepared horseradish
- ½ cup chopped celery
- 3 tablespoons mayonnaise
- 1 small cucumber
- Salt
- 2 medium-sized tomatoes
- Lettuce

Combine tuna with lemon juice, horseradish, celery and mayonnaise. Slice cucumber very thin, sprinkle generously with salt and chill for 1 hour and drain before using. Cover one slice of bread with cucumber slices and cover with tuna mixture. Top with second slice of bread and cover it with sliced tomato and lettuce and cover with third slice of bread. Hold together with picks and cut into 4 sections. Repeat to make 3 more sandwiches. Serves 4.

No-Knead Cheese Sandwich Squares are all-around good and handy—easy to pack for picnics.

## No-Knead Cheese Sandwich Squares

- ½ cup scalded milk
  - 3 tablespoons shortening
  - 1 tablespoon sugar
  - 1½ teaspoons salt
  - ½ cup water
  - 1 cake compressed yeast (or 1 pkg. dry granular)
  - 1 egg
  - 1 cup grated cheese
  - 3 cups sifted flour
- Combine milk, shortening, sugar and salt. Cool to lukewarm by adding water. Add yeast and mix well. (With dry granular yeast, subtract water used to dissolve it from total amount of liquid in recipe). Blend in egg and cheese. Add flour gradually, mixing to a soft dough. Place in greased bowl and cover. Store dough in refrigerator for 2 hours. Roll out chilled dough on floured board to 8x15-inch rectangle and cut into 15 3-inch squares. Place on greased baking sheet. Let rise in warm place (80 degrees to 85 degrees F.) until double in bulk, about 1½ hours. Bake in moderate oven (375 degrees F.) for 20 minutes.

## Orange Date Bread

- 2 cups sifted enriched flour
- 3 teaspoons baking powder
- 1 teaspoon salt
- ½ cup sugar
- 1 cup chopped dates
- 1 tablespoon grated orange rind
- 2 eggs
- ½ cup milk
- ½ cup orange juice

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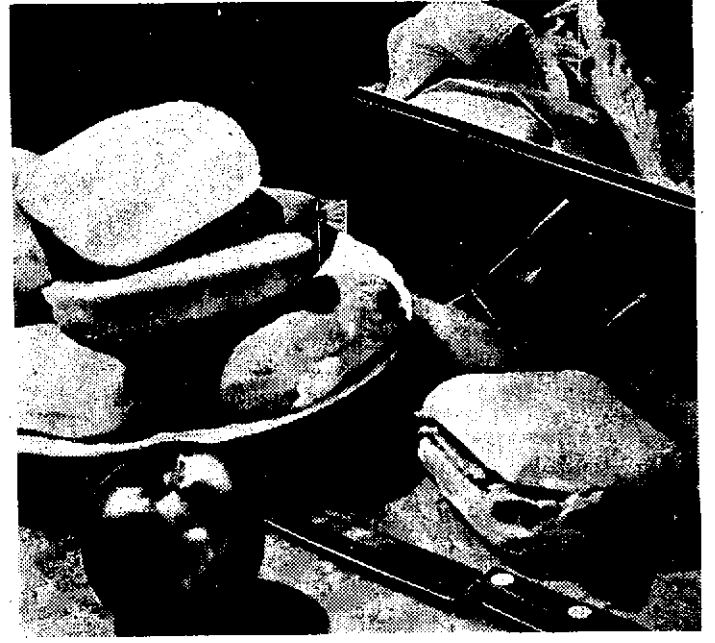
**GREEN HILLS MEMORIAL PARK**  
900 ATLANTIC AVE.  
LONG BEACH

Please send me, without obligation, information on your BEFORE NEED PLAN.

NAME ..... CITY .....



Delicious and filling, tuna club sandwich is something to behold and a joy to eat—a filling summer pickup.



No-knead sandwich squares are good for picnics and take almost any filling, including hamburger, onions.

# Camera ANGLE

By The Shutterbug

**E**VERY so often each one of us makes a shot that, for some special reasons, we want to be really good. And unless you're a super-human photographer, there are times when it turns out to be little short of mediocre. The saddest part about this is that the subjects of such pictures usually involve places, things, and people in some once-in-a-lifetime combination. They aren't subjects you can shoot just any day. In other words, you may have one chance and miss.

Of course, it would be difficult to make absolutely certain that this will never happen to you, but there is a form of insurance you can employ that will protect you from such a disappointment most of the time.

You simply make more shots of a given subject than you need or want and thus insure yourself against the great disappointment of not having a truly satisfactory picture of that special person, place, or event.

So, when it is a picture of great promise, shoot it more than once. Try it from this angle and that. If you've any doubt about speed or exposure, don't be afraid to experiment a little with camera settings.

Take your cue from the professional photographer. You never see him operating without this insurance. He learned a long time ago that it is far better to use up a little extra film and time and be certain that his customer will have a picture than to take any unnecessary risks.

## WITH THE CAMERA CLUBS...

Camera Club members over in Midway City are pretty proud of their president, Clifton L. Hagenbuch, who has received first award two months running in the monthly National Print Contest conducted by the pictorial division of the Photographic Society of America... Long Beach Photo Forum meets Wednesday, 8 p. m., at the North Long Beach Y. M. C. A., 6995 California Ave. ... Long Beach Cinema Club also meets Wednesday, 8 p. m., at the Houghton Park Clubhouse... Camera Club of San Pedro has its competition scheduled for Friday, 8 p. m., at the Anderson Memorial Bldg., Sixth and Mesa Sts., San Pedro. All these clubs welcome visitors and the membership is open.

**T**HE Gaines Dog Research Center is sponsoring its third annual dog photo contest with Sept. 8 as the deadline for entries. There are two classifications—1, work of amateurs; 2, work of camera club members. So, if you have a pretty good shot of Rover, why not send it in? There are no limitations as to size or number of prints that may be submitted, but they must not be mounted. Pictures will be judged on general interest and human appeal as well as photographic quality. The winners will be announced during National Dog Week and a total of \$850 in cash prizes will be awarded. Send your entry to Gaines Dog Research Center, 250 Park Ave., New York 17, N. Y.

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One of the many advantages of selecting memorial property in a new cemetery—such as Green Hills Memorial Park—is the fact that it is new and all improvements will be of the most modern kind. The years will deal kindly with the gently rolling hills on which Green Hills Memorial Park is located, and you and your family will profit by its increasing value and beauty.

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LONG BEACH

Please send me, without obligation, information on your BEFORE NEED PLAN.

NAME ..... CITY .....

## Fruit Icebox Dessert (with Whipped Pet Topping)

- DIRECTIONS**  
Break in ½-in. pieces.....  
Drain well.....
- INGREDIENTS**  
2 cups GRAHAM CRACKERS  
½ cup canned, crushed PINEAPPLE\*
- Let crackers and fruit stand until needed.
- Mix in 1½-qt. bowl.....  
Stir in, a tablesp. at a time.....
- Be sure all milk is mixed in before adding more.
- Fold in ¼ of graham crackers at a time, being careful not to crush the pieces of crackers.
- Drop in 4 portions on flat pan. Top with the pineapple.
- Chill until firm, or about 2 hours. Serve with Whipped Pet Topping.
- \*Fruit cocktail, cut-up peaches or apricots also can be used.

## WHIPPED PET TOPPING

- DIRECTIONS**  
Put into small bowl.....  
Whip with chilled rotary beater, or electric beater at high speed, until fluffy.
- INGREDIENTS**  
½ cup chilled PET MILK  
4 tablesp. granulated SUGAR  
2 tablesp. LEMON JUICE  
¼ tablesp. grated LEMON RIND
- Then add and whip until stiff.....  
Enough for 4 servings.

Best ways to chill Pet Milk for whipping: Put it in tray of automatic refrigerator, or in a bowl set right on the ice in an ice-box.



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HAVE THE BOWL ICE COLD



HAVE THE BEATER ICE COLD



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Book Reviews

# 'Diamond Wedding' Absorbing Novel

By Jack Ellwanger

**DIAMOND WEDDING**, by Wilbur Daniel Steele. 300 pp. Garden City, N. Y. Doubleday & Co. \$3.

FOR GENERATIONS historians and novelists have been writing the saga of America—conquering of the wilderness by hardy pioneers—but few have told their particular stories in as unusual a manner as Wilbur Daniel Steele in "Diamond Wedding."

His is a novel of our last wilderness, the mountains of Colorado; his theme, the story of a family; the principal characters, two orphans who find love and raise their family, but keep secret from the world for 60 years the fact that their marriage was without benefit of sacrament.

The story concerns a wall with the self-given name of Gowd Skinner who is put on his own at the age of 10. Tragedy strikes while he is still in his teens when he kills an injured and freezing companion, at the companion's pleading. For this death he is branded a murderer by the whites, but is received by the Indians for his act of mercy. It is while living with the Indians that he meets an orphan girl, and love awakens in him ambition that leads him to become one of the great ranchers of the Colorado foothills.

When their children grow up, Denver has become a city. They sell the ranch, induce their parents to live in the city, and become more or less powerful in business and politics. But this sort of life falls on the elderly pair, who crave the loneliness of ranch life, and they suddenly ditch it all to go back into the simple life among their Indian friends.

The year 1919 arrives, and the old couple are taken from their retreat to be honored as the only surviving Argonauts first-comers into Colorado. The big moment of the celebration is the "Diamond Wedding" (though their common-law marriage is but 60 years old), and their own grandson, a minister, officiates to make (unknowningly to him) their marriage legal. But at the same time there is a threat of a scandal generated by a newspaper publisher who is a political enemy of the state is reflected

The author grew up in Colorado, and his apparent vast fund of information about the history of the state is reflected

In the book. His style of writing is episodic—akin to how people talk across the back fence or while sitting around a cracker barrel in a general store; nevertheless, it is an absorbing novel, perhaps just because of that style.

## Books, Writers

# Play, 'Little Blue Light,' Brilliant With Satire

By Joseph Joel Keith

FARRAR, STRAUS has given us what is my favorite style of literature—the satire, that whole and golden loaf on the book table of crumbs. The book is "The Little Blue Light," a three-act play.

EDMUND WILSON'S satire is dated 1950, in that not-too-distant year when the two-party system has disappeared, in a day when national black-mall flourishes. The country is ruled by the fascist, the Communist, the church; these powerful pressure groups keep their iron thumbs on the citizenry. It is a day when the idealist who chooses to think independently has a bad time of it. If you are looking for something new by an extremely capable and intelligent writer, The New Yorker's Mr. Wilson has something for you.

# Apaches Go on Warpath

**BLACK SAGE**, by L. F. Holmes. 220 pp. New York: Doubleday & Co. \$2.50.

FEW FOLKS in Sentinel Basin had forgotten the old Apache wars, and few wanted another one. But there were those whose lust for land and cattle was such that nothing mattered, not even the lynching of two young Apaches. But Reese Canby knew the Apache ways and he got a promise from the old warrior Antone that he would hold his hot-blooded young men from the war trail if the white man's justice proved capable of satisfying the Apaches. So Canby's gun was against some whom he had thought his friends, and his enemies were soon out from cover. These were the gross De Lacca and the unscrupulous Starke. Too, there was a girl who had to make up her mind just where her heart was to lead her. Canby's own heart and arm led to justice in Sentinel Valley.

# Tells About Far East

JOHN FOSTER DULLES, on the eve of his recent departure for Japan, recommended Edwin O. Relschauer's "The United States and Japan" as the essential reading for all concerned in the Far Eastern situation. A War Department telephone call to Relschauer advised him that Dulles had recommended the book to both the State and Defense Departments.

"The United States and Japan" was published, with exceptional timeliness in relation to the projected Japanese peace treaty, by Harvard University Press this month.

Relschauer, who spent 17 years in Japan, has provided a provocative book for the general reader and expert alike on Japan's history, culture, and people, and on America's position in Japan today. He believes that, all things considered, Gen. MacArthur has done exceptionally well, yet, he does not hesitate to point out failures in American policy.



Mona Gardner is the author of "Middle Heaven," a warm story of modern Japan, to be published this week by Doubleday. Miss Gardner is a former Stanford University student.

"The Little Blue Light" is the work of a mind that is as lively as burning coals.

STANTON A. COBLENTZ is another serious writer with a sense of humor. When I covered his Avon book for the column, I urged readers to spurn the rather daring cover, which had little to do with "Into Plutonian Depths." Answering the column, Mr. Coblentz writes: "I will take your advice, however, and not present a copy of the book to my Aunt Bessie. One critic has already, to my knowledge, seen the book; and forgetting the old maxim that you mustn't judge a book by its cover, has proceeded to judge both the book and its author—after remarking that she wouldn't be seen reading such a book. I take it, however, that she is in the fast-disappearing minority." But if the majority reads "Into Plutonian Depths" most of them will applaud the satire of Mr. Coblentz.

ARTHUR GODFREY'S most loyal fan was being interviewed on the radio, and it led me to believe that a book of unintentional wit could be written by a known or unknown writer. Said the interviewer: "So you listen to Godfrey every day?" And the interviewer replied: "No, I don't listen to him. I go to his broadcast every day."

POETRY WEST is a new publishing house in Reno, Nev., and the first publication is Irene Bruce's "Night Cry." Miss Bruce's work has been praised by Harold W. Witt, and by the editor of two Southland magazines, Grover Jacoby, who published a group of Miss Bruce's "Night Cry" poems. Four poems have been reprinted from Mr. Jacoby's "Variation."

ALBERT EINSTEIN'S "Out of My Later Years," published by Philosophical Library, is a book of quality by one of the world's great citizens. A volume for every family library!

# Nursing Text Again Revised

**RED CROSS HOME NURSING TEXTBOOK**, prepared under supervision of nursing services, American Red Cross. 234 pp. Philadelphia: Blakiston Co.

THIS IS the sixth revision of the official Red Cross textbook on home nursing which has been issued under various titles since publication of Elementary Hygiene and Care of the Sick in 1913. Throughout the years the textbooks have provided a guide for more than 3,000,000 persons who have completed the Red Cross home nursing course, and many others who use the book for ready reference on home care of the sick.

The Red Cross home nursing program is based on the premise that keeping well and getting well are family concerns, and that homemakers as well as other members of the family should have the simple skills needed for bedside and convalescent care. This book includes information on how to meet home emergencies—even how to deliver a baby and take care of a newborn child in a great emergency—how to recognize early signs of illness, how to give basic nursing care to the sick and injured at home, how to cook for patients, and how to keep the family well.

# Life on Homestead Rugged but Gay

By Vera Williams

LEAVES FROM THE BOOK OF EVE, by Ora Fale Stewart. 249 pp. San Antonio, Texas: The Naylor Co. \$2.50.

IT IS GOOD for the soul of a person reared in even reasonably easy circumstances to read this gay and heartwarming narrative of life in the early part of the century on a homestead near Salt Brush, Wyo., Mrs. Stewart, whose short stories, articles and poems have appeared regularly in magazines, newspapers and anthologies, gives the fictional autobiography of Eve Collier, member of a large Mormon family, who took life as it came and made the most of it.

How much is autobiography and how much is fiction is Mrs. Stewart's own secret, but one suspects it is mostly autobiography. Through the pages, one gets well-acquainted with Mama who mended the plaster of their homestead shack, digging the old plaster out of the cracks between the logs, and putting in new before going to bed and without any fuss at all having a baby; Papa, who regularly drove 20 miles to sing in the church choir, and who taught his children to beware of the bad but to look for the good in everyone.

There are nine children in the obstreperous and interesting brood, but especially there is Eve, the strong-minded and talented little girl who early decides to become a writer.

Life for the family is rugged. The youngsters wear coveralls and grow faster than the coveralls can wear out, they hide from Gypsies who they think will steal them, they work hard in the house and in the fields. They make their own fun in home-grown fairs and plays. When father goes over an embankment in a snowstorm with the supplies, they go hungry with a fierce pride that keeps their school companions from knowing. The Colliers, young and old, are worth knowing.

# Wild Flowers Are Identified

**WILD FLOWERS AT A GLANCE**, by M. C. Canby and Dorothy Fishwick. 274 pp. New York: Farrar, Straus & Giroux. \$2.75.

THE title indicates the nature of this handy pocket-size book. Well printed on good paper, all flower illustrations are in full color. A grouping by colors makes for more easy identification; thus, all blue flowers appear together, yellow, red, etc. Many of our wild-flowers are of European origin and are sometimes difficult to identify. This book makes such identification easy. Had more west coast wild flowers been included, it would prove more interesting to California readers.—R. G.

# Pro Tells How to Play Par Golf in Eight Steps

By Dick Zehms

**PAR GOLF IN EIGHT STEPS**, by Joe Novak. 121 pp. New York: FranzBlau, Inc.

JOE NOVAK, president of the P. G. A. and professional at the Bel Air Country Club, has come to the rescue of goldfom's duffer, of which there are legions. His "Par Golf in Eight Steps" will eliminate the adding machine from your links equipment.

Amplified, Novak's lessons will take the slice out of your tee shots, the hook from your fairway woods and the guesswork from your chip shots. There's a cure for the bad habit of topping the ball. Stance is emphasized because it varies with the type of shot needed.

Best of all, Novak suggests that you take your golf in stride, learning a little at a time. Each round should be used to master one particular point.

Here's a typical excerpt: "The typical golfer swings in paralyzed confusion and vague hope, not knowing which one

# If You Drive, Read This

**HOT ROD**, by Henry Greger Felsen. 150 pp. New York: E. P. Dutton & Co., Inc. \$2.

ALTHOUGH written for juveniles, every automobile driver should read this book. The problems are true but the characters, places and accidents are fictional. The teenage Roadie described is based on a similar Roadie devised by The Des Moines Safety Council.

"Hot Rod" brings home one salient fact... too many drivers, adults as well as juveniles, can operate a car but they haven't learned the one most important factor in driving... the proper attitude; in other words, courtesy towards other drivers.

Author Felsen has won recognition from the National Safety Council for his fictional contribution toward solving what is declared to be one of the foremost traffic problems of today... the teenage driver.—R. G.

# Italy Toured in Travel Book

**ITALY**, edited by Dore Ogilvie. 478 pp. New York: Whittlessey House. \$5.

Another of the beautiful travel books which Whittlessey House has been putting out comes in a timely volume on Italy, which is sure to intrigue many Holy Year pilgrims. Like others of the series, it is a symposium, edited by Dore Ogilvie, and is illustrated with drawings in color, with pictures, maps and with articles which take up far more than shrines and galleries. It is a good guide to Rome, the Vatican and all the provinces.

# 'Profile' Book

Elaine Barrie Barrymore has signed a contract with Crown Publishers for a life of John Barrymore, whose fourth wife she was. The book, scheduled for 1951, will be a biography.



This appealing study of the Holy Family by Thomas Willeborts, (1614-1654), artist of the Flemish school, has just been received by the Los Angeles County Museum, Exposition Park, as an anonymous gift.

# Art Exhibitions Shifted to Pacific Coast Club

FOR EIGHT years the Long Beach Art Association has hung monthly exhibitions—work by Long Beach and other artists—in the Jergins Arcade.

Beginning Aug. 1, the exhibitions will be moved from the Arcade to the Pacific Coast Club Gallery, where they will be open to the public. Mrs. Sumi Swanson, who started the exhibitions in her second year as president of the Art Association, will continue as exhibitions chairman.

A one-man show by Ben Messick, Los Angeles artist celebrated for his circus, park and human interest street scenes, will be shown in the Pacific Coast Club throughout August. A reception and tea honoring the artist is slated for Aug. 6, 3 to 5 p. m.

# Prize-Winning Picture Exhibited at San Diego

"ANZA REACHES MONTEREY," semiabstract by Beverly Schnug, 23, art major at Long Beach State College, which won first place for water colors and a \$125 prize in the college art contest at the California State Fair last year, will be included in the San Diego Historical Art Exhibit which opens tomorrow in the Fine Arts Gallery in San Diego.

The daughter of Mr. and Mrs. E. C. Schnug, 3856 Falcon Ave., she started her art work in Poly High School and continued it in City College, where she was graduated last year. After her graduation next year from State College, she expects to teach high school art for two or three years before getting her master's degree.

Her painting, which was purchased by the state and is included in the permanent State Fair exhibit in Sacramento, has been shown in Los Angeles and Pasadena.

sign, subject matter and general appeal.

Kingrey, born in Santa Ana, received his B. A. and M. A. degrees from U. C. L. A. After his graduation he lectured at the university and developed the course on publicity and propaganda, part of the National Service series at the school during the war. He is a member of the Society of Contemporary Designers. Now he is at the University of Hawaii.

LAURA ARTZ "The Blue Washstand" and Julie Polousky's "Loneliness," represent the work of Long Beach artists in the 15th annual Festival of Arts exhibition which closes Aug. 6 at the Laguna Beach Festival Grounds. A total of 60 oils, watercolors and pastels and a number of pieces of sculpture are shown.

# 5000 Books Acquired by Huntington Library

IN THE past year, Huntington Library at San Marino has acquired 5000 printed books and 58,000 manuscripts, it was

disclosed at a meeting of the trustees. The Friends of the Library, private individuals, and institutions gave the library hundreds of books and some 34,000 manuscripts. Among the most important gifts were Redoute's "Les Roses," the gift of Mrs. Edward L. Doheny; the Bruce Rogers Bible and a unique file of the Los Angeles Daily Star, 1873-1874, given by the Friends.

Sixty scholars from 44 different colleges and universities now are engaged in research in the library. In the year, an all-time high of 676 scholars, the majority connected with educational institutions, used the library facilities.

A total of 140,594 visitors viewed the exhibits in the library and art gallery and the attractions in the botanical gardens in the year.

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Thousands of stamps at 1c each. Coins at 2c each and higher. Also better grade U. S. and Foreign stamps at bargain prices.  
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## In Art Circles

# 26 Enter Pictures at Fair

TWENTY-SIX Long Beach City College students have entered pictures for the college art contest at the California State Fair, in Sacramento Aug. 31-Sept. 1. They are students of Fred Meiers, art instructor.

Frank E. Cunningham entered an oil. Water colors were entered by William Ward, Gerald L. McCabe, Edward Mix, Frederick Purucker Jr., Betty Gay Noe, Norma Tritt, Bill McMains, Jim Sundell, Harry L. Traywick, Marilyn Lewis, Emery Averill, Diantha Fielding, Robert Brown, John Neuhart, Zoe Hand, Bill Knerr, Robert E. Matheny, Don Carleson, Lorraine Lott, Jo Ann Payne and June Lockhaus.

Nearly 200 students from 28 colleges and art schools of the state have entered the contest which is based upon the theme "History and Romance of California." Students have portrayed elements that have made the state great—the lives of the people, their heritage and particularly the celebration of the centennial of California's statehood.

Students are competing for nearly \$4000 in cash awards with \$750 as a special scholarship to the student who in the opinion of the judges shows the greatest promise. Judges are Joseph E. Knowles, Santa Barbara; Joy Cain, Sacramento, and Albin F. Templeman, Oakland.

ELAINE MALCO, Long Beach artist, and her "little fellows"—also aspiring young artists—had a prominent part in yesterday's "Parents and Children's Day" program of the newly-formed Southern California Art Club at the club's five-acre headquarters at Montebello.

While Mrs. Malco, who in private life is the wife of Leo Malco, 950 Santiago Ave., set up easels and talked her "little fellows" happily splashed away at canvases.

David, 8, painted one of the horse pictures for which he is becoming known in juvenile painting circles; Elaine Ann, 5, painted a flower, and tiny Anna, 1½, a sunset.

"The little fellows paint when I paint," explained their mother. "Children should have a prominent place in the art life of a family. It teaches them beauty, it is an outlet for their creative spirit—and it helps to keep them out of mischief."

LOS ANGELES COUNTY MUSEUM is compiling a roster of all art groups of the county. "We want every single art club or painters or sculptors group represented," says C. Fred Gehring, acting director of the museum. The information sought: Name of organization, one-sentence description of purpose, mailing address, name of officers, number of active members, date of founding. The information should be sent to the Art Division, Los Angeles County Museum, Exposition Park, Los Angeles 7.

LOS ANGELES COUNTY ART INSTITUTE, 2401 Wilshire Blvd., Los Angeles, is showing the 14th ceramic national exhibit, a condensation of 957 articles submitted by 358 ceramic artists, many pieces by California designers. Gallery hours are 1 to 4 p. m. Monday through Friday, 1 to 6 p. m. Saturdays.

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# Long Beach Best Sellers

- FICTION**
1. MINGO DARNAY, by Stuart.
  2. THE CARDINAL, by Robinson.
  3. THE STUBBORN HEART, by Hawthorne.
  4. WORTH ENOUGH AND TIME, by Wright.
  5. DIAMOND WEDDING, by Steele.
- NONFICTION**
1. DIAMONDS, by Hubbard.
  2. BEHIND CLOSED DOORS, by Caldwell.
  3. THE LITTLE PRINCESSES, by Crawford.
  4. BE YOUR REAL SELF, by Pink.
  5. THE MARK BROTHERS, by Glick.
- JUVENILE**
1. WALT DISNEY'S CINDERELLA.
  2. HEDD.
  3. THE GREAT BIG ANIMAL BOOKS.
  4. THE LITTLE CHOC CHOC TALES.
  5. THE PEGGY CLOTH BOOKS.

# Fairy Tales

THE ANNE BOOK OF BEST-LOVED FAIRY TALES, by Mary K. Whitely. 128 pp. New York: Farrar, Straus & Giroux. \$1.25.

This attractive little book is a thriller for kids 4 to 7. In its pages they'll meet such fabulous characters as Cinderella, Snow White, Jack and his beanstalk, Hansel and Gretel and Little Red Riding Hood. Each chapter ends with simple but interesting "ask-me" questions for the little ones to answer, thus broadening their interest in the text.

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Pine at Fourth

# The Week's Crime

MOURNING AFTER, by Thomas B. Dewey. 220 pp. New York: The M. B. Mill Co. and William Morrow.

STRANGE, indeed, is the murder of Dolly Spangler, attractive daughter of a farm couple, in the Blue Parrot night club. Strange because never before had she been seen in a night club and because two very tough underworld characters had her in tow only a few hours before the tragedy. Singer Batts, an old friend who prefers books to personal adventure, decides to investigate and he collides with a machine struggling for control of the state's liquor and gambling rackets. Singer's right-hand man, Joe, who tells the story in first person, shakes his head after the mystery is unraveled, declares the story behind Dolly's murder is so complicated he still does not understand it. No one is likely to argue this point with Joe, but the yarn does move like a cyclone and it does carry an uncommon quality of suspense.





## In a Magic World

★ ★ ★

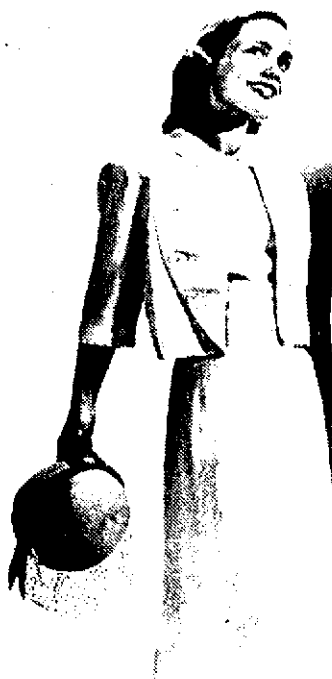
Girls live in a magic, Cinderella world. In this magic mood enchanting school and party clothes, called "Little Magicmakers," have been created. There are switch-about "separates," a new highwaisted "Hi-jump" skirt, built-up or suspender jumpers, adorable lace-ruffled blouses, straight little "topover" jackets and a new bit of undercover magic called a "panti-coat," a combination panty and petticoat. One garment does the work of two. They're called "Magicmakers" because they're based on the magic of mantlex, patented last-text shirring that won Cole of California a national award last spring.

★ ★ ★



For the prettiest girls in class to wear for school are these dresses combining navy cotton with frothy white eyelet embroidery. Lace-edged pinafore ruffles trim the bodice. Other colors are garnet and green.

Party pretties for little girls are shown by Cole of California. A pannier-ruffle jumper in black velveteen has a snug, high waistband that is shirred with Mantex and has stretchable shoulder straps. The white nylon blouse has "angel-wing" ruffles that snuggle in close to the straps on the jumper.



This cool bolero outfit is ideal for vacations.

## Summer Bolero

THIS youthful, cool bolero outfit is ideal for vacation wear. The jacket is loose in front and fitted in back by means of an attached cummerbund. Turnback revers are buttoned and can be worn closed, double-breasted style. The slim skirt makes a nice contrast.

Pattern No. 3080 is for sizes 11, 12, 13, 14, 16 and 18. Size 12 requires 3 1/2 yards of 39-inch fabric.

Pattern No. 80 can be purchased for 25 cents. Please remit in coin or stamps (coin preferred), giving your name, address, pattern number and size. Mail your order to: Premiere Patterns, c/o Press-Telegram Southland Magazine, 828 Mission St., San Francisco 3, Calif.

The new spring and summer issue of Stylis has a wealth of suggestions for every woman

who sews. It includes specially designed styles, easy-to-make patterns and a gift pattern inside the book.

## Furniture Utility

IF YOU'RE in the market for new bedroom furniture, look for the little extra conveniences so many manufacturers are now building into their chests, dressers, and dressing tables.

The idea of engineered interiors in storage pieces has spread so quickly that jewelry racks for women and button racks for men have been incorporated into chests and dressers. In addition, you'll find purse racks and tie racks hiding behind sliding doors sometimes built into the sides of the pieces.

## Advice to women only



How to reduce hips, abdomen and double chins, amazing NEW way!

If you want a more slender-looking figure—do as many famous movie stars do. Use passive exercises. NO DIET for many women yet makes inches vanish almost like magic. Many say they lose an inch from their hips the very first hour. Some less; many lose even more. This new method trims, tightens and tones—actually helps sculpture your figure. Why use dangerous drugs, unpleasant diets or tiresome setting-up exercises—when you can use the method endorsed and recommended by many of America's most famous beauty experts?

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Do it while you rest. Grow slimmer by INCHES while you sleep. Do it at home in your spare time. Quickly! Healthfully. Safely—and it feels delightfully soothing. Enjoy your reducing! New. Nothing like it. Telephone and we will give you all information without embarrassment or obligation. Why wait? All you have to lose are those inches—delightful, restful NEW way.

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Dear Friends:

How often have you decided on the spur of the moment to go on a picnic? Take a basket, put a few things together and off you go. Yes, that's one of the wonderful things about picnics...no elaborate plans are needed.

You'll undoubtedly find all the necessary food right on your pantry shelf, too. You see, the Laura Scudder's foods you use every day are perfect for picnics. You have Laura Scudder's Pure Peanut Butter and Pure Mayonnaise for sandwiches and spreads, choice Nut Meats for the children in the afternoon, and Laura Scudder's Mayflower Potato Chips are delicious any time.

Always depend on Laura Scudder's fine foods to assure the success of your picnic.

Sincerely, *Laura Scudder*

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## HATS MAKE THE HEADLINES!

Fall hats definitely are in the headlines. You'll see some of the latest numbers (and they are stunning) pictured in next week's

SOUTHLAND MAGAZINE

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door frames \$12.63  
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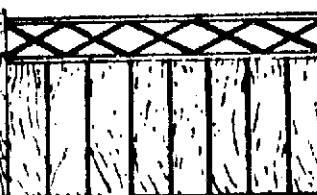
Medicine cabinet, crystal  
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glass shelves  
Ironing board with metal  
swivel and sleeve \$795  
board  
Overhead garage \$1450  
door hardware  
Screen door hinges,  
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3x3 steel door 39c  
butts, pair  
Acme sash balance, 74c  
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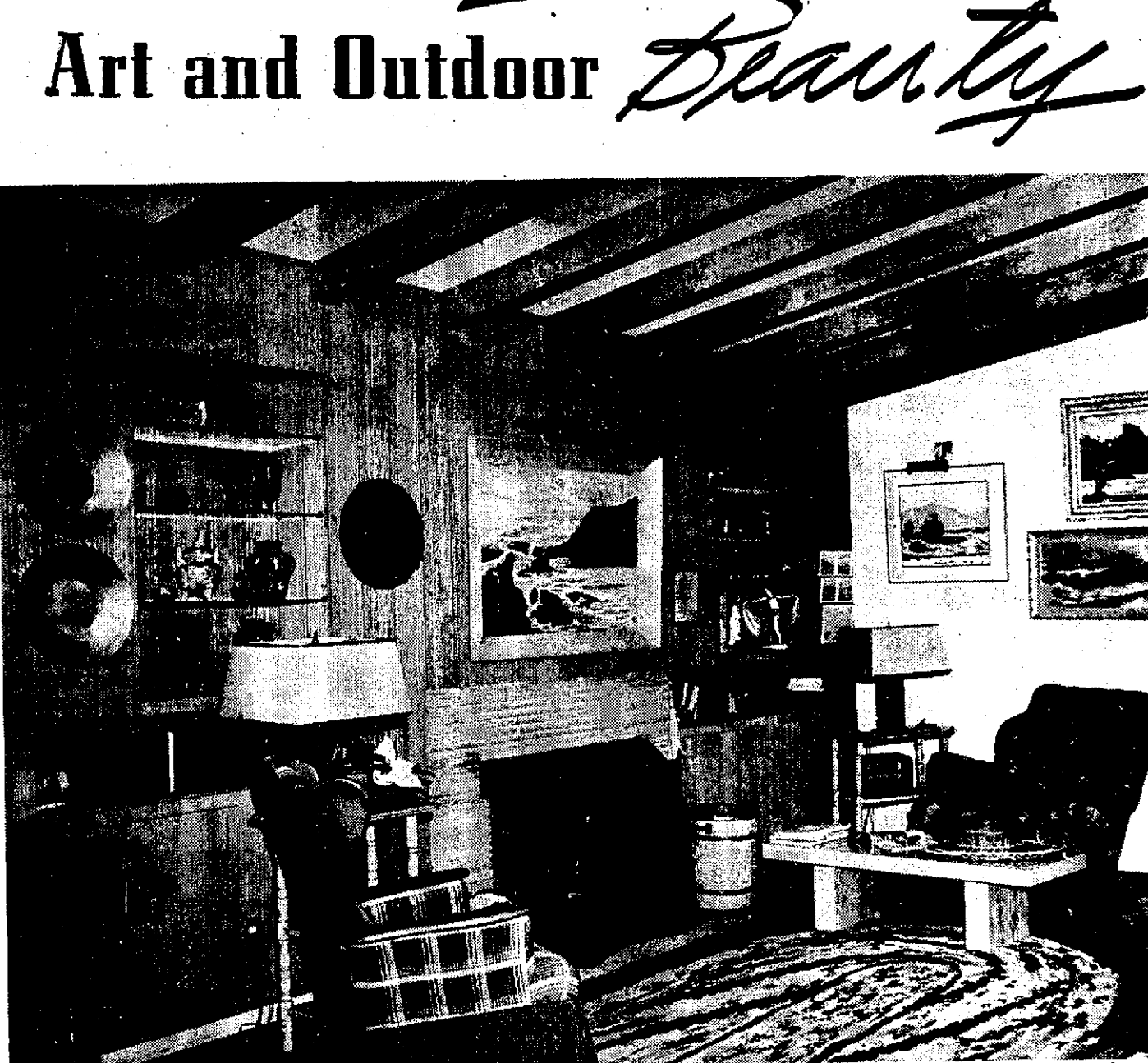
Owner's individual touch  
is given to one dining  
room wall where Mrs. von  
Weller's oils are hung.

By Dorothy Killam

**T**WO FACTS are obvious  
at the home of Mr. and  
Mrs. Charles von Wel-  
ler's home—Mrs. von Wel-  
ler is an artist of talent and Mr. von  
Weller is adept at making  
things grow. Their house at  
530 Winslow Ave. is literally  
designed around the gardens  
and a wealth of paintings hang  
on the walls inside.

A wall of glass in the living  
room overlooks the terrace and  
garden below. Large windows  
in the master bedroom provide  
the same view. Through the  
kitchen windows at the front  
of the house, the front garden  
and street can be viewed. Al-

Von Weller's "green thumb" is evident in abundance of  
plant beauty in the patio beyond this wall of glass.



Beauty is everywhere apparent in this charming living room which graces home of Mr. and Mrs. Charles von Weller. The fireplace is finished in Roman stone and set in a wall of combed plywood, which is finished in antiqued green.

though this is not a large  
house, it has a spacious at-

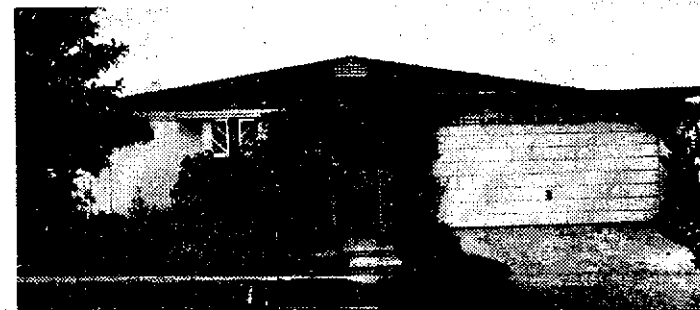
mosphere about it because the  
extensive areas of glass extend  
the living room walls to the  
garden wall.

A small entrance way opens  
directly to the kitchen, the  
combination living-dining room,  
the door to the garage and the  
terrace. The bedrooms also  
may be reached from the front  
door by passing along the ter-  
race. Hall space was kept down  
to a minimum—a small entry  
and a short bedroom hall take  
up little floor space.

In the front garden a plant  
with a colorful cactus-like  
flower has been used as a  
ground covering to take the  
place of lawn. Honeysuckle and  
climbing roses trail over a lat-  
tice which makes a shelter for  
the front door. Flowers planted  
along the outside of the garage  
wall and the fence which hides  
the patio from the street add  
much to this attractive house.

**T**HE SIMPLE lines and plain  
white exterior, as seen  
from the street, give the gar-  
den full attention without de-  
tracting from it. A slanting  
roof with wide overhang parti-  
ally shields the patio garden  
and the terrace, providing  
some shade most of the day. A  
bamboo roller shade is fixed on  
ropes to form an extension of  
the roof overhang and can be  
adjusted to shut out the sun  
if more shade is desired.

A small square of cement  
just big enough for table and  
chairs is laid in the garden  
amid the flowers. Dichondra is  
used as a ground covering.  
There are roses, geraniums and  
other flowers, citrus trees and  
grapevines. This potpourri of  
plants, shrubs and trees is ar-  
ranged in a manner which  
makes it an interesting and at-  
tractive scene from either in-  
side or outside.



—Photos by Jasper Nutter.

A honeysuckle-trimmed lattice shelters the approach  
to the front door of the tastefully-arranged dwelling.

In the living room, the fire-  
place is built into a wall of  
cabinets and bookshelves which  
the von Wellers designed espe-  
cially for this room. The built-  
ins are of combed wood which  
has been antiqued in a green  
tone and the fireplace is of Ro-  
man stone. Above the fireplace  
hangs a painting framed in a  
wide wooden frame and provid-  
ed with a small light.

**A**N OVAL braided rug on  
the living room floor was  
made by Mrs. von Weller. The  
wall which extends from the

entrance way into the dining  
side of the room is decorated  
with a number of Mrs. von  
Weller's oils. They are grouped  
to cover most of the wall, even  
over the kitchen door.

The second bedroom is used  
among other things to store  
von Weller's fishing equipment,  
since fishing is his favorite  
pastime.

In the master bedroom at the  
large window looking out over  
the patio hang hand-painted  
curtains. A wooden slat awning  
protects the room from too  
much sunlight.

## Painted Glassware

(Continued From Page 2.)

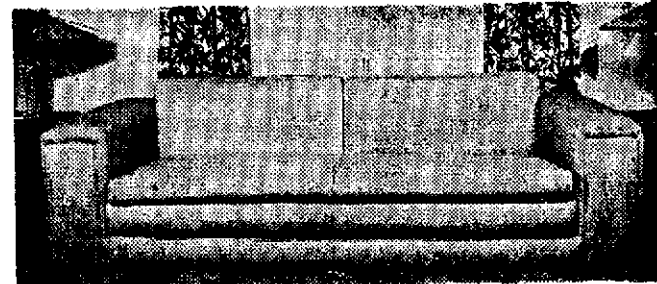
to form new shades, or if one  
color is allowed to dry, another  
can be superimposed. Some of  
the brands contain transparent  
colors which give a rich stained  
glass effect. Others include gilt  
for gold band edges, or high  
lighting colored paint designs.

**A** FEW of the ready-mixed  
sets state frankly that  
they are for decorative pur-  
poses only, suitable for vases,

mirror trim, place cards or  
pieces not subject to daily use.  
Others guarantee results if di-  
rections are followed. Check  
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# Doorways to Remember

By Althea Flint



**D**OORS can serve in a far greater capacity than that of stopping a hole in a wall. Modern homes emphasize many unusual features of architecture and front doors can serve to point up the styling or provide a focal point to remember.

It is possible today to buy outside doors of many kinds made especially to suit the style in which your house is designed. The raised-panel moulding on the front door of a house in which details were copied from Colonial days is a contribution towards beauty.

A Dutch door which parts in the center so either the top or bottom section can be opened separately has a number of advantages. In some cases the top half of a Dutch door has a window, an arrangement which admits light into the entry during the day and, of course, has the advantage of letting the householder see who is ringing the doorbell before the door is opened.

Modern trends of architecture concentrate on the private garden at the back of the house, keeping the front unobtrusive yet attractive. Although the front door is usually an unadorned slab of birch or similar wood finished to bring out the wood grain, a panel of fluted glass, planting boxes or variations in texture and design are combined for effect.

Fluted glass panels combined with a contemporary front door not only add a contrast of texture but allow for light, from the outside by day and from the inside at night. Planting boxes of brick, Roman stone and cement are often designed in a manner which enhances the architecture and add eye appeal. They show off foliage plants to advantage and keep out devil grass.

**EIGHTEENTH CENTURY** English motifs of Mr. and Mrs. Maynard H. Robinson's home at 5375 Vista Ave. are accentuated by the front door which is set in a frame of white plaster designed in a Tudor arch. The white plaster stands out against the door of redwood and the redwood-lined recess which shelters the entrance. The redwood has been left in its natural deep tones and the brick is also unfinished.

Small glass ash trays were leaded together to form the small window in this door. Large hinges and the latch are of dark metal in keeping with the provincial stylings. Even the door design is in character. A foliage pattern is added by suchias which grow in pots.

Huge knobs accentuate the front entranceway of the R. F. Welch home, bespeaking dignity and style. All of the materials here are used to fullest advantage.

Wagon wheels are used to flank the front door that opens into the residence of Mrs. Edgar Rice. The top half of the door is made to open separately.

## Curtain Color

**V**ERY new and fashion-right are the new deep-toned curtains of filmy rayon marquisette styled to be used in the same way as draperies.

Shown in single and double widths in 81 or 90-inch lengths, these lovely new curtains are designed with full, eight-inch ruffles at top and bottom.

In one of the 16 decorator colors to match your color scheme, they are extremely attractive when combined with straight glass curtains of a neutral shade or with Venetian blinds.

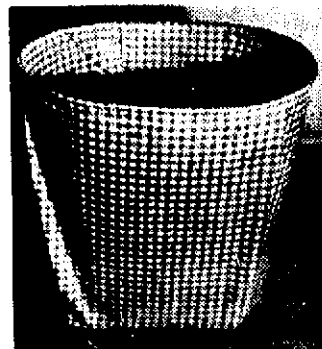
As practical as they are pretty, for the deep colors show little soil, and they may be washed at home in a jiffy, these smart curtains are a wonderful, inexpensive way of adding color to your windows.

Now available in the stores, you may choose yours in such exciting colors as cranberry, black cherry, amethyst, lime, meadow green, emerald, pumpkin, aquamarine, larkspur and sea gull.

## Wastebasket Cover

By Simone Ollila

**I**F YOU keep a metal basket in the bathroom for paper and waste, you probably have had trouble with rusty rings on



If your wastepaper basket leaves rings on the floor, make cover for it.

your floor. This is caused by the moisture gathered in the room. Or your old container is no longer presentable. Which ever the case may be, it is a simple process to make an attractive cover with cotton-back plastic yardage, oilcloth, wallpaper or other pliable material matching the room's color scheme.

First measure the wastebasket around the top rim and also the length with a tape measure. Next cut the material at least four inches larger in width and eight inches longer in length for overlapping. Cover the basket, making pleats at the bottom on each side if the basket is larger at the top. Secure the overlap with cellulose gummed tape.

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Redwood, brick and plaster provide interesting texture contrast to make M. H. Robinson front door outstanding.

bracketed to the wall beside the door.

Of dominant interest, the front door of the R. L. Welch home at 5380 El Prado is decorated with a pair of large round door knobs. The double doors are of dark-colored wood finished in natural tone and shiner than the pickled wood of which the front of the house is built. The field stone planting box also adds texture interest.

**THE RANCH** style of the home of Mrs. Edgar Rice at 4614 Graywood Ave. is enhanced by wagon wheels which flank the doorway. Ivy which

twines through them adds to the old world look. The house exterior is painted red and trim is white.

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## Decorating Topics

By Edgar Harrison Wileman

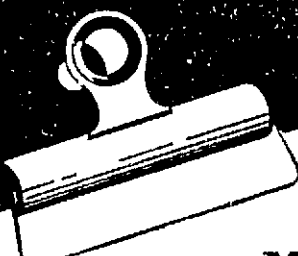
**T**HE THREE furniture woods that have been used for many, many years are still the most popular. They are maple, walnut and mahogany. Maple has been used for American furniture for 300 years and still finds favor with the American public—not only for reproduction of the earlier furniture of the country but for other styles—including modern.

Mahogany was first introduced into England and then into this country. Real mahogany still comes from Central America where it was first discovered by Sir Francis Drake. It was used almost exclusively by Chippendale and other 18th century English cabinet makers as well as the craftsmen in this country during the same period. It was

also the favorite wood of Duncan Phyfe of New York during the first half of the 19th century.

Walnut was first used in England during the time of Charles II, starting with 1660. The original furniture of that time as well as the Queen Anne period was all made of this beautiful wood.

Genuine maple, walnut and mahogany should be recognized by the pattern or design which nature has given the woods and not by color alone. True enough, the natural color of maple is light amber, walnut is light brown and mahogany is a reddish cast, but the dark brown and dark red usually associated with walnut and mahogany are stains that have been applied and which could be applied to many other and inferior woods.



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Larkspur supreme is characterized by the large double florets which are spaced close together on the spikes.

# Standbys of Flowerland

By Bob Gilmore

**H**YBRIDISTS indulge in all sorts of tricks but it is time alone that proves the success, or failure, of their creations. During the past decade or so perhaps more than a thousand new plant varieties have been introduced. Many of them are forgotten in a matter of months; others—and there are dozens in this class—are as well known today as they were in grandmother's garden. Success is assured by planting time-tested flowers in the garden.

Pansies are one of the most popular flowers for fall, winter and spring growth in the Southland; the fact is they are one of the most popular annuals in many parts of the country. For local growing conditions the Swiss giants are just about impossible to beat. They have gained recognition throughout America and Europe. Your garden will not be complete without at least a few pansies.

Swiss giants are distinct

from other types in that both the flowers and the plants are larger. They are also very free flowering and will bloom for months at a time. To insure a long flowering period it is advisable to pick the flowers before they go to seed. Pansies make wonderful cut flowers, either in short vases or just floating the flowers in water. Seed mixtures offer the widest range of color but separate shades of blue, yellow and red are also available. Seed ranges in price all the way from 10 to 15 cents per packet to fifty cents and even more. Buy the most expensive seed; the difference in price is slight but the difference in flowers is great.

The single coreopsis is another old-time favorite. The improved strain is a double and is most interesting. Both kinds of coreopsis are excellent in the outdoor garden and also

for indoor decoration. The coreopsis is a perennial but will flower the first year from seed. It wants a sunny spot in your garden.

**T**HERE is a comparatively new strain of larkspur known as larkspur supreme. This is another plant that has been proven excellent by time. The plants have an ideal, upright habit of growth. The large central flower spike is well covered with double flowers of exceptional size. They are beautifully spaced throughout the entire length of the stem. The older larkspurs were characterized by a great expanse of open area between the florets, a feature often noticed after heavy feeding. The plants attain at maturity a height of between five and six feet. Colors are dark blue, violet-purple, lilac, rose-pink, salmon, white and deep rose.

Fantasy zinnias are an interesting and novel type of zinnia. Introduced several years ago by a Southern California seed concern they have given many gardeners much pleasure. In the first place they do not look like a zinnia, a characteristic that gives them a real distinction. Fantasy zinnias have a shaggy look, the petals being fluted, quilled and curled.

**S**HIRLEY POPPIES are characterized by their lightness and extreme grace. The delicate, satiny texture of the petals is another interesting feature. The stems, being long and graceful, arch beautifully in the wind. The plants grow to about three feet at maturity. Both single and double flowers are available in shades of orange, white, pink and scarlet.

Wherever color plus height is required plant annual hollyhocks. Indian spring is one of the best, being semidouble in form and soft pink in tone. Hollyhocks, because of their



Swiss giant pansies are old standbys in Long Beach gardens. They have held their popularity many years.

stately appearance, fit well into landscapes in Colonial homes. Other ornamentals that have successfully weathered the test of time include: double gleam

nasturtium, Pacific giant delphinium, hyacinth-flowered candytuft, blue moon scabiosa, new sensation cosmos and the giant African marigolds.

## Do You Know?

The water in cut flower containers should be changed every day. The stems should be cut with a knife at the time of water changes and in cases of hard woody stems such as chrysanthemums, they should be broken, not cut. At all times keep cut flowers from drafts and sunlight. Best results will be obtained if flowers are kept in room of moderate or cool temperature.

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## Beach Sand Oasis

By Lillian Haislip

**F**ROM the sands of the beach an oasis of beauty can be created—Mrs. Roy D. Tinklepaugh, of 6304 Bay Shore Wk., has proved that pleasingly.

Where 18 months ago the view from the window of her house on the rear of her lot was an expanse of sand and ice plants between the house and Alamitos Bay, she now has a velvety green lawn edged with flower borders and a lath house filled with luxuriant plants profusely blossoming, all inclosed by a green picket fence.

The house itself is evidence of what a little imagination and ingenuity can do in transforming a drab three-room garage apartment into a home of charm with an air of spaciousness. The place originally was used by the Tinklepaughs as a week end summer cottage when they were living in Los Angeles. After her husband's death, Mrs. Tinklepaugh rented it out. Last February she decided to remodel it for a permanent home. Addition of a large semi-circular glass-enclosed bay and redecoration throughout increased the space and livability.

**S**TILL Mrs. Tinklepaugh's view of the sailing boats gliding over the bay was marred by the "desert" that was her front lawn. She decided to change her view. Eleven truckloads of top soil were dumped on top of the sand. The grass and flower seed and bulbs she planted came up as if by magic.

But the yard was drenched in sun most of the day and there was no place for the shade loving plants she wanted—fuchsias, begonias, camellias, gardenias and others.

A lath house was the answer. Three months ago the lath house, 12x18, was completed. Tiny plants were tenderly set in the carpenter-made hanging boxes of redwood of varying shapes and sizes and in pots and boxes placed on stands.

Mrs. Tinklepaugh has a green thumb. In the short time since the lath house was built, those tiny plants have become vigorous, healthy giants and



With lawn and flowers, Mrs. Roy D. Tinklepaugh of Long Beach has converted a view-marring sand lot between her home and the bay into a scene of beauty.

have burst into a color symphony of blooms.

**L**IKE spots of flame in the center of the lath house are the blossoms of a tuberous begonia occupying the largest box hanging from the center of the roof. Surrounding it in low and high places are the less spectacular but dainty fuchsias. There are also gardenias and camellias and other plants.

Mrs. Tinklepaugh used a combination of equal parts of Georgia peat, leaf mold and sand for her plants. It works for her.

But there may be another reason why her flowers respond so enthusiastically.

"I love them into growing," she said. "I talk to them as if they were people. If some of my neighbors should come by and hear me crooning over them they probably would think I'm crazy. But everything responds to love, I think, even flowers."

## Destroy CRABGRASS NEW, EASY Scott's WAY



Apply SCUTL as it comes from the box for easy, certain control of Crabgrass. This dry compound "scuttles" ugly Crabgrass without harm to desirable grasses, persons or pets. Ten year development of Scott's Research—lawn proven in all sections of the country.

**SCUTL**

Ask for "SCUTLE"

1250 sq. ft. Box—1.95

5500 sq. ft. Bag—6.85

Quickly applied by hand or with a spreader. No 25 Scott's Spreader—10.85

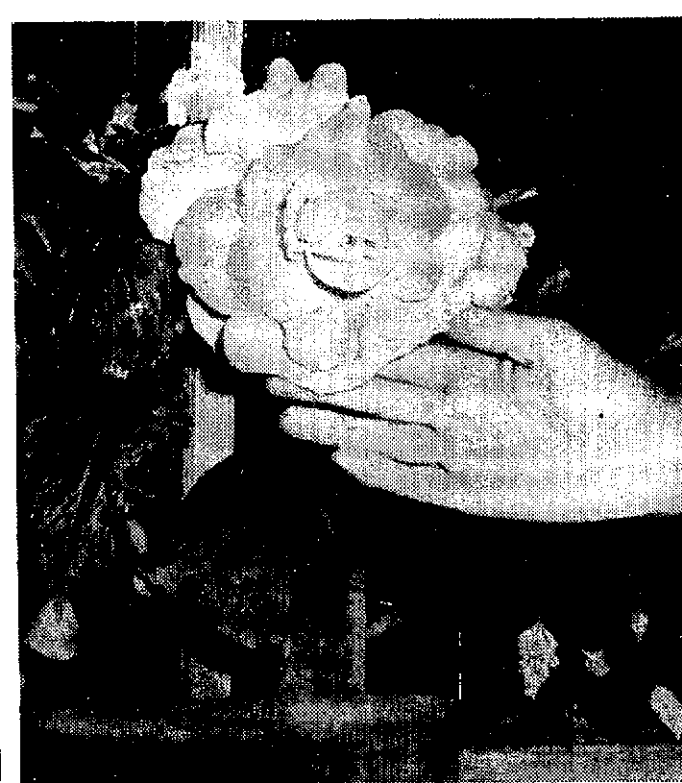
Over 31 Years Serving Long Beach

**HORACE GREEN & SONS**

523 PINE AVE.

PHONE 6-1279

A Warranted Scott's LAWN CARE Product



—Photos by H. S. Melvin.

Brilliant, flame-colored begonias are among flowers which bloom in profusion in Mrs. Tinklepaugh's garden.

## FUCHSIA-LA NURSERY

Long Beach's Largest and Most Complete Nursery  
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## DON'T MISS SEEING OUR BLOOMING FUCHSIAS

### FUCHSIA SPECIAL

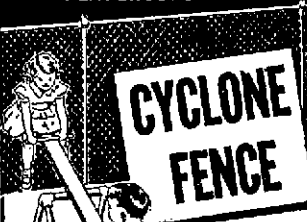
Pink Quartet or Pride of Downey, 2 to 3-ft. tall, blooming. One gallon size, each **49c**

**Hoya Carnosa Vine, pots, each . . 35c**

See Our Large Hoya Vine in Bloom

**Liquinox Fertilizer Available**  
In 35c, 50c, 90c and \$2.00 sizes.

### MAKE YOUR YARD A SAFE PLAYGROUND WITH



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Are building new lives and profitable careers through:  
● Gardening ● Floral Arrangement  
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## ENJOY YOUR BARBECUE

By J. J. LITTLEFIELD



Summer weather means outdoor living, enjoying your patio, visiting with friends and neighbors—and good eating! Barbecued meat has more taste

and zest if cooked with RED STAR Charcoal. This type of charcoal is dust free and made only from the hardest Southern woods. Ask for it by name from your Red Star garden dealer. Then—try Shish-Kebs (Armenian Barbecue)

—1 leg of lamb; 2 level tablespoons Sweet basil whole spice; 1/2 cup of sour wine; 1 large onion chopped fine; salt to flavor. Cut meat to 1 1/2" squares. Mix ingredients 24 hours before serving. Place in refrigerator and mix frequently.

Prepare Red Star HICKORY CHARCOAL fire in open barbecue at least an hour before barbecuing. Place meat on skewers over embers. Turn frequently until done.

Everyone will say...umm-mmm-yum, yum-yum—but it's good!

FREE... the complete, 72-page Red Star POCKET GARDEN GUIDE, a must for home gardeners.

Address card to Red Star Fertilizers, Downey, Calif. (Dept. L).

**Red Star PLANT FOODS**

AT RITE-GARDEN



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1-GAL. Reg. 75c.....45c

**3 for \$1.25**

### BOUGAINVILLEA

Reg. 95c and 65c

**2 for \$1.19**

**Hibiscus** Reg. 1.20 ..... **79c**

Crows of Bohemia (double yellow orange)  
Red Monarch (double red)

**Fuchsia** 1 Gal., Reg. 60c ..... **45c**

**Dichondra** Per Flat ..... **79c**

## ALICE'S NURSERY

16021 S. PIONEER BLVD.

South of Excelsior High—Norwalk

PHONE TORrey 5-2382



## L. B. Transactions Rise to \$856,000

REAL ESTATE transactions amounting to \$856,000 were summarized here in recent weeks, indicating a decidedly "active" trend.

Included was an exchange of apartment properties valued at \$140,000 conducted between the Palm Springs Finance Co. and Grace T. Moss and other principals.

Miss Moss' group exchanged a 17-unit apartment house at 1109 E. First St. for a 22-unit apartment house at 627 Linden Ave. A cash consideration was also involved, according to Theo. J. Bendlage, who handled the transaction.

The Palm Springs Finance Co. subsequently sold the First St. property to Constantine A. and Sophia C. Mermiges for a reported \$50,000.

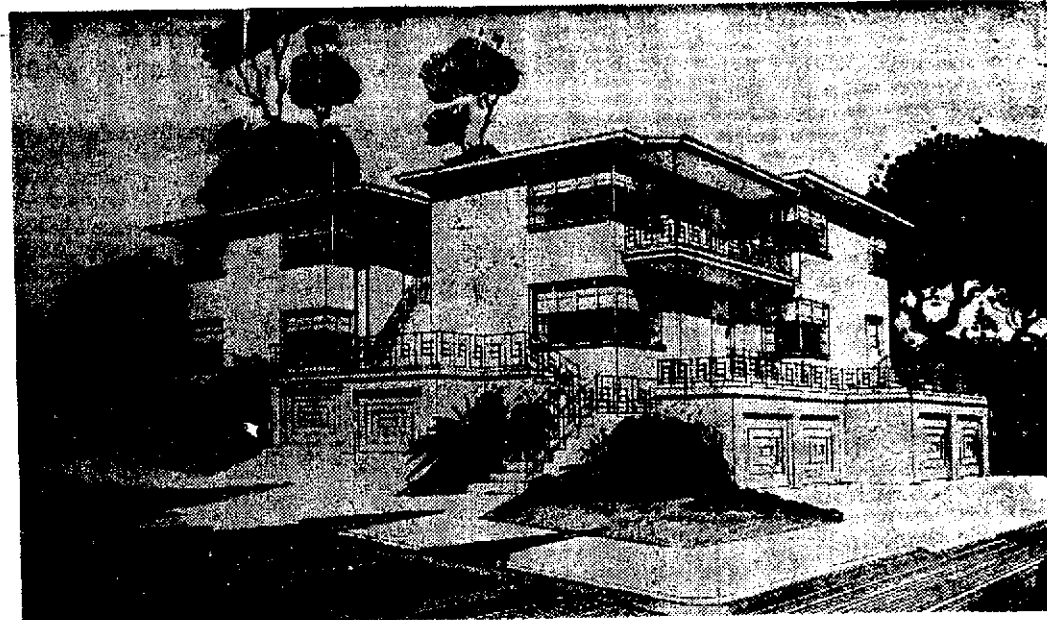
Three stores on Stearns St. near Lakewood Blvd. were purchased from Mr. and Mrs. G. Moose by Ruth Goldman, at a reported \$45,000. The stores

have a 90-foot frontage. Tolbert's Realtors handled the transaction.

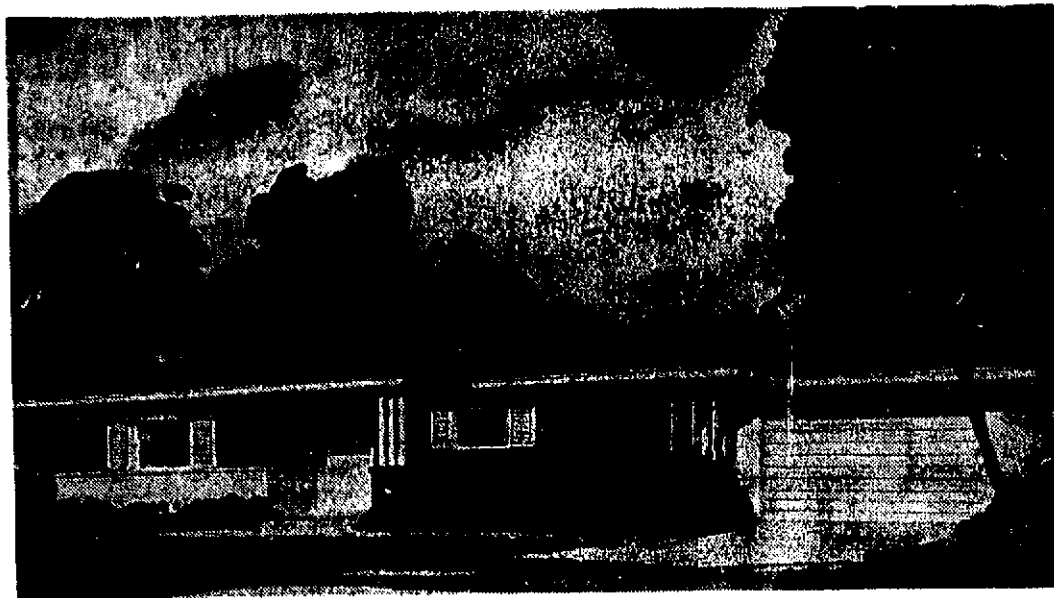
Ren Tolbert said Miss Goldman represents a Boston syndicate which plans to purchase \$2,000,000 worth of local business properties. Tolbert added that the syndicate had already bought property amounting to \$150,000.

The Woman's City Club of Long Beach purchased property with a 110-foot frontage and a 260-foot depth at 1301-09 E. Third St. from Mabel M. Hubble for a reported \$26,000.

The group plans to build a clubhouse at this location.



Extensive view windows with wide overhanging eaves emphasize the modern and distinctive Southern California architectural design of this five-family multiple building being constructed at 100 Termino Ave. for John O. Barnes. An unusual feature of this structure is that exits have been provided from each garage to the apartments. Mark E. Andrews is general contractor. Town and Country Real Estate represented both parties in transaction preceding start of construction.



Above is an artist's sketch of "University House," model home furnished by Barker Bros. in the Walker & Lee, Inc., University District of Lakewood. The model home, typical of those now under construction south of Carson St., is open until 9 p. m. daily. It is located at Mezzanine St. and Bellflower Blvd.

## 38 Houses Custom Built

AUSTIN STURDEVANT BUILDING CORP., will construct 38 custom-built homes in the University District of Lakewood as part of a sales experiment, Walker & Lee, Inc., sales agents for the building program south of Carson St., announced yesterday.

The new homes are being constructed with the non-veteran in mind. They will be sold on FHA terms. California State Veterans loans will also be applicable. Most of the new homes will be three-bedroom units.

They are being built by the Sturdevant firm in order to speed up the present building program, according to Walker and Lee. The first unit will be located adjacent to Wardlow Park, near Wardlow Rd. and Bellflower Blvd.

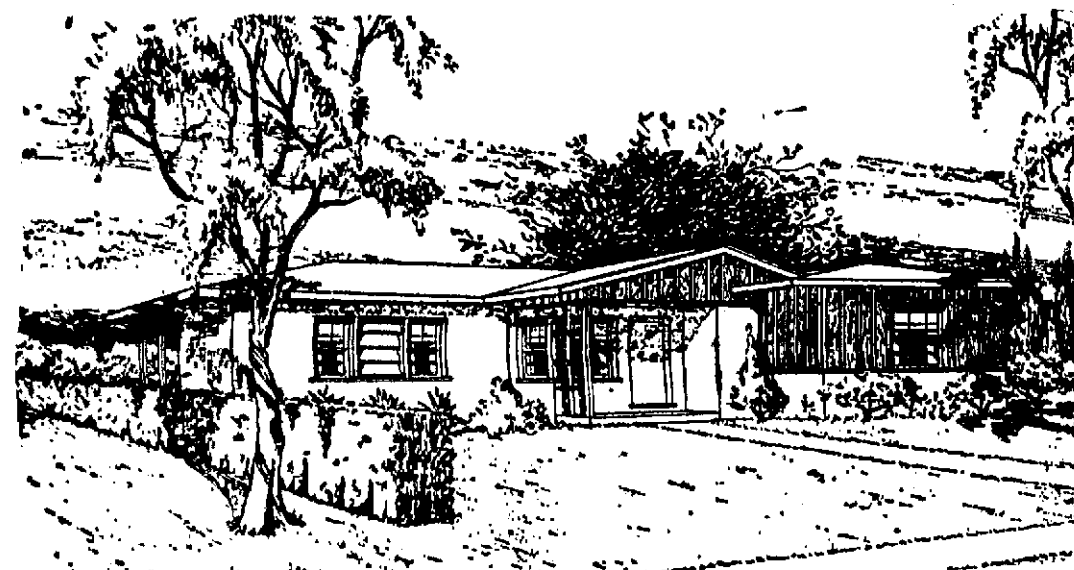
The homes will be priced from \$10,000 to approximately \$12,500. Construction at a larger group of homes by the same firm is also contemplated.

In addition to these residences, Walker and Lee are currently constructing 1800 homes in the University District, many of which have already been

sold. Future plans call for construction of 3000 more homes after the present project is completed.

Visitors to the "University House," model home furnished by Barker Brothers at Mezzanine St. and Bellflower Blvd., can get an idea of the type of construction featured in the homes in the Sturdevant phase of the development.

The model home is furnished with "California House" furniture, an exclusive Barker Brothers line designed to meet the needs of the small home as well as the limited budget.



Typical of the new Lifetime Homes in Orange County is this model at the Anaheim tract. Modern, tropical-style 3-bedroom homes are still available to veterans without a down payment, according to the builders. This home is open for inspection daily at 811 Indiana St., Anaheim. Two other new tracts are located in Santa Ana and Fullerton.

## Suburban Areas Popular

REPORTS of national population shifts from cities to suburban areas are borne out in Orange County trends, according to Henry C. Cox, president of Lifetime Homes, Inc. of Santa Ana.

Cox said an increased number of home seekers have been visiting his three tracts in Santa Ana, Anaheim and Fullerton.

He attributed the increase to a growing knowledge of the benefits and ease of suburban life. Realtors have helped to encourage the trend by offering lower realty costs and space for larger homes. Architects have offered more designs to appeal to the public.

The overall lower cost of suburban against city assessments and taxes has given the realtor a powerful stimulus to use in selling, according to the builder.

Cox predicts the trend will gain more momentum with the development of suburban shopping districts and the construction of high-speed freeways.

### Cut in Housing Output Asked

Voluntary reduction in housing production has been called for by the National Association of Home Builders.

Thomas P. Coogan, president of the organization, said a voluntary reduction would reduce materials and manpower for civilian needs in line with President Truman's military program in Korea and help stop the inflationary trend in building construction costs.

Representatives of his concern have studied the economic and social tendencies of home buyers over the years, he reported. As a result of their studies, the tract developments in Orange County were planned.

The area has been advertised nationally as the parkland of

## 3 Store Buildings to Be Constructed

PLANS for three store buildings and an addition to a medical building were reported here this week.

Construction has already been started on a brick market building to be built on Atlantic Ave. in the Bixby Knolls district for Vons Grocery Co. The structure will cover an area 150 feet by 150 feet and have a mezzanine 18 by 150 feet in area. Jackson Brothers are handling the general contract.

Architect Thomas J. Russell prepared the plans for the addition to the Medical Building in the Bixby Knolls. Arthur Badger is general contractor.

Hedden & Shelley have started working drawings for construction of a frame and stucco store building on Pacific Coast Hwy., southeast of the traffic circle.

Working drawings for a two-unit frame and stucco building

### More Buying

Home-purchase loans to date in 1950 are 41 per cent ahead of first four months in 1949.

the state. The corporation now has more than 500 homes under construction in Orange County with a total of 1500 planned.

The concern's main office is at 2055 S. Main St. in Santa Ana. A tract office is located at Anaheim and a model home is situated near by.

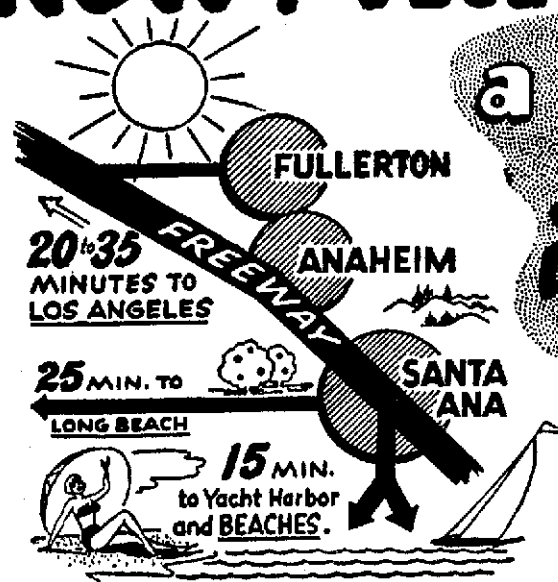
on Atlantic Ave., near Willow St. are being prepared by Architect Louis Shoall Miller. The stores, which will cover 2500 square feet in area, will be constructed for M. Goldenhammer.

### Pier and Plank

A new type of home construction is being used in 134 homes completed in San Lorenzo Village, San Mateo, by the David D. Bohannon Organization. Instead of conventional flooring, the builder uses circular precast concrete piers. Four by six-inch beams are placed over the piers and then tongue and groove subflooring is laid across these beams, topped with oak flooring.

This method makes it possible to shorten the distance of the finish floor to the grade, thereby effecting a saving in the quantity of exterior wall and providing the low lines so desirable in ranch house design. According to Correlator magazine, the method is called "pier and plank construction."

## NOW! Vacation Living Every Day! a LIFETIME Home in Orange County



Select from Three Cities!

Now the Freeway brings Orange County, the garden spot and playground, within 25 minutes of Los Angeles industries, Long Beach and surrounding areas. Lifetime Homes, Inc.—Main Office in Santa Ana at 2055 South Main St.—is now able to offer you choice homesites in 3 beautiful cities. Select your home in Santa Ana, Fullerton or Anaheim—Choose from 16 floor plans and 60 exteriors—every feature you have always wanted can be yours if you act quickly... and Vets... you need no down payment, if you buy now.

### 3 Choice Locations!



**SANTA ANA** N. E. Corner Bristol and Edinger

Directly across from the new Mater Dei High School. Occupancy starts August 15. Vets nothing down, \$45.00 a month plus taxes and insurance. But act now—these homes are the last to be sold for no-down-payment.



**FULLERTON** East Chapman Near College

Here your child may go through kindergarten and through 2 years of college all within walking distance of their beautiful home. Shopping center and theaters within 6 blocks of the new tract. For information, apply at Anaheim Model Home, 811 S. Indiana St.



**ANAHEIM** Between West and Palm St. and Water and South St.

Across from the Benjamin Franklin School. Only 6 blocks from downtown, shopping center. Right in the heart of orange groves. Everyone a dream home, but vets act now if you want to buy with no money down.

For a Limited Time Only... **VETS—**

**NO DOWN PAYMENT**

TERMS AS LOW AS... **\$45 PER MO.** Plus Taxes and Insurance

NON-VETS—Low Down Payment, \$48 per mo., plus taxes and ins.

**16 Floor Plans • 60 Exteriors**

**3-Bedroom Tropical Modern, Patio Homes**

Scores of Wonderful Features...

Select the plan with the features and arrangements best suited to your family needs.

- 3 Large Bedrooms
- Hobby room (new and different!)
- Venetian blinds and shades
- Rumpus room and patio combination
- Up-to-the-minute scientifically planned kitchens
- Pantries—Vanities
- Double Sink—with dish-washing spray
- Garbage disposal
- Built-in breakfast nooks
- Tile Pullman baths—electric heat in bath
- Glass shower enclosure
- Oak floors
- Touch plate electric systems
- Full-size 2-car garage
- Featherweight, 100% aluminum garage doors
- Glass walls, living room to patio
- Gas fired vented, dual furnaces
- Large lot—landscaped, lawn and shrubs
- And many other features

**APPLIANCES**  
Vets! No Money Down

When you buy a Lifetime Home you may also buy a fine range, automatic washer and refrigerator... all at NO MONEY DOWN DISCOUNTS! Pay less than 10 cents a day!

**Visit Model Home** IN ANAHEIM

See the completely furnished model home at 811 South Indiana Street in Anaheim. Open daily 10:30 a. m. to 8:00 p. m. Saturday and Sunday, 10:00 a. m. to 9:00 p. m. Furnished by Riutzel Furniture Co., Fullerton.

**LIFETIME HOMES** and Affiliated Companies  
2055 South Main Street, SANTA ANA  
Phone Kimberly 3-6660 or Kimberly 3-6803  
HENRY C. COX, President and General Manager



## Support Pledged

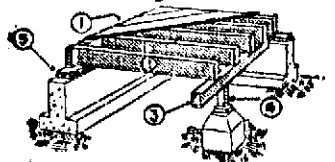
The mortgage industry has pledged its full and active support in quickly making effective President Truman's order restricting mortgage credit in the national emergency. R. O. Deming Jr., president of the Mortgage Bankers' Association of America, declared the action taken was sound, workable and necessary.

**Here's the Sure Way to SAFEGUARD Your New HOME against Dollar Loss by TERMITES and DRY ROT**

**Before You Build SPECIFY —**



In this "danger zone"



**And ask these 3 people —**

**Ask Your Architect**  
He will tell you that most decay and termite trouble starts in the substructure of Southern California homes.

**Ask Your Builder**  
If the home you plan to buy has pressure-treated lumber built into its danger zone: the joists, posts, girders under the first floor. This area is usually the "front door" for termites and dry rot!

**Then Ask Yourself**  
Whether it isn't just plain good SENSE to eliminate this likelihood of future grief and expense... especially when you can have this added peace-of-mind for so little: an average additional cost of only 44 to 66 per square foot of floor area!

Ask your lumber dealer for complete information about Boxco Pressure Treated Foundation Lumber. He has your free booklet.

**J.H.BAXTER & CO.**

# Giant Project Launched



Signing for full delivery of a million dollars worth of electrical appliances are (seated left to right) Willard Woodrow and Donald Metz, executives of the Aldon Construction Co. of Norwalk, which is planning a new 1900-home development. Arthur Hansen (standing at left) and S. B. Maher, represent General Electric Appliance, Inc.

## Typical Apartment Has Four Rooms

HOW BIG the typical FHA apartment is and what it rents for was answered by Commissioner Franklin D. Richards when he announced the results of the annual analysis of rental project commitments issued by FHA field offices during 1949. Rental project commitments in 1949 covered 170,000 units, almost entirely under Section 808, of which 58 per cent were of the walk-up type, 27 per cent in elevator structures, 11 per cent in row houses, and 4 per cent in semi-detached units.

The typical apartment in FHA rental projects approved for mortgage insurance in 1949 was a four-room unit with a monthly rental of about \$82.50. This typical apartment contains a living room, two bedrooms, kitchen and bath. Included in the rental are a range, refrigerator, laundry facilities, heat, hot and cold water, and janitor and grounds maintenance services.

THESE averages are based on the data for all types of projects combined. A clearer

### DID YOU KNOW?

THAT YOU CAN BUY LUMBER WHOLESALE \$3 TO \$5 acre full price — Farm, Timber, Ranch Lands in California, Oregon and Washington. Send 10c for price, photos, full information about amazing buys YOU can make. COAST LAND CLUB, Dept. 5, 5921 Fountain Ave., Los Angeles 27, Calif.

WITH the sale of the final units this past week in the \$10,000,000 Lakewood Plaza development and the \$5,700,000 Pioneer Plaza development, the Aldon Construction Co. has launched a new \$20,000,000 home-building program.

The company is drafting blueprints for construction of 1600 homes as an extension of Lakewood Plaza and plans 300 homes in a new development at Downey.

In announcing the start of the \$20,000,000 building program, the developers expressed belief that the market for new homes for veterans would remain solid "for a long time to come."

Willard Woodrow and Donald Metz, executives of the Aldon firm, have signed contracts for the full delivery of \$1,000,000 worth of electrical appliances to be installed in the new homes.

The 60-carload order is the largest single order of General Electric appliances for a Southern California development, according to S. B. Maher, manager of the Los Angeles branch of the appliances concern.

The appliances contracted for include de luxe refrigerators, garbage disposers and electric sink-dishwasher combinations.

A total of 1049 two and three-bedroom homes were sold in the original Lakewood Plaza community and 632 two and three-bedroom homes were sold in Pioneer Plaza.

## Deed to Home in Both Names

"Have the title or deed to your home recorded jointly in the name of husband and wife. It's as important as life and fire insurance."

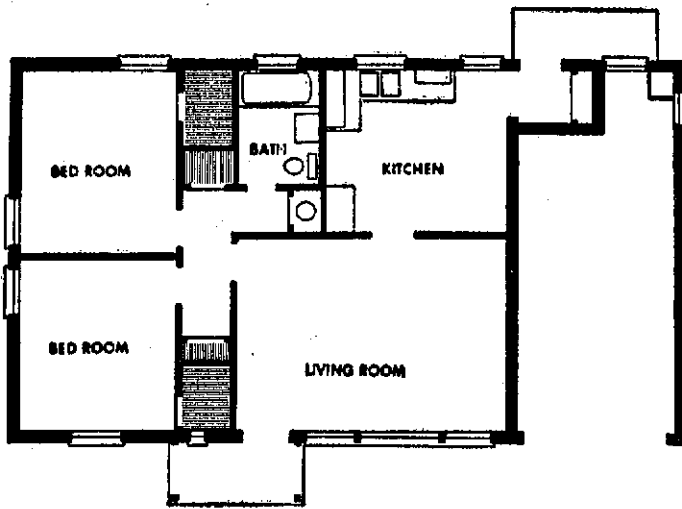
That is the advice of the Construction Research Bureau, national clearing house for building information, after conducting a survey among attorneys and mortgage lenders who have seen countless families suffer needlessly in case of death or of lawsuits over debts.

In most states, joint ownership is possible and in such cases husband and wife are called "tenants by entirety." If one dies, the other owns the house. No will, no estate administration and, in most states, no inheritance tax is required.

Furthermore, should one of the "tenants by entirety" be sued, creditors cannot take over the house, although in the half-dozen or so community property states, a widow might find herself half-owner of the home with creditors owning the other half.

The time to take the precaution of joint ownership is when the home is purchased. If the house is already owned in the husband's name alone, ownership can be changed by a new deed, but should the husband have debts, care must be taken that the change does not have the legal effect of a fraud upon creditors.

If a couple buys a house jointly before they are married, the subsequent wedding will not protect them.



## Lakewood Crest at Half-way Mark

LAKEWOOD CREST, the new 230-home development just west of Lakewood Blvd. and north of South St., has approached the halfway mark in sales. It was announced yesterday by E. T. Moore of Moore Realty, exclusive sales agents.

A model home, representative of those in the development, is located at Hedda St. and Downey Rd. It is open until 10 p. m. daily, including Saturdays and Sundays. The home is furnished by Aaron Schultz of Long Beach.

Forty-four exterior styles and 12 basic floor plans are embodied in the two-bedroom-house community. Prices range from \$6950.

Monthly payments for veterans are as low as \$39.43, including taxes and insurance. Each home has a breakfast nook and garbage disposer. All have hardwood parquet floors and include clotheslines, front lawns and shrubbery.

Nearby is the newly finished Samuel Collins Elementary School. Lakewood Crest is being developed by Southern Homes, Inc., headed by Jack A. Marcovich and George Niederauer.

## Homes Gain

The nation's homebuilders started 687,000 new permanent dwelling units between January and June this year, a new high for any half-year on record, according to U. S. Labor Department statistics. The January-June total for 1950 was 53 per cent above the 449,000 total for the comparable 1949 period.

## Half and Half

Over one-half of American families now own their own homes; about one-half of home-owning families have annual income under \$2500.

Representative of homes in the fifth unit of the 1100-home community of Norwalk Terrace is this modern-designed residence and floor plan. Homes in the fifth unit are being placed on the market today. They sell for as low as \$7600.

## New Idea Adds to Cost

REMEMBER the days when cities installed public facilities in residential areas? Now reports the Urban Land Institute in a new survey, they are usually installed and paid for entirely by the private developer and abutting new home purchasers, instead of by the city at large.

Here are the 11 utilities used by everybody, but frequently paid for by householders in today's communities:

1. A paved roadway.
2. Curb, gutters, or both to collect storm water and define the roadway boundary.
3. Catch basins to collect storm water.
4. Storm sewers to remove storm water.
5. Manholes for access to underground sewers.
6. Sewer mains to remove sanitary wastes.
7. Water mains for drinking water supply.
8. Sidewalks on one or both sides of the street.
9. Fire plugs for fire protection.
10. Street trees.
11. Street signs.

The survey of municipal practice in underground utilities and streets is reported by the U. L. I. in its new Technical Bulletin No. 13, "Who Pays for Street and Utility Installations in New Residential Areas?" prepared by Seward H. Mott and Max S. Wehrly. In general, the U. L. I. found a short answer to the question: It's the man who buys the new house.

This is reasonable, the U. L. I. feels, provided that two other things follow. One is that the municipal requirements and standards for underground utilities and streets be reasonable, and scaled to the size of the new development concerned and the type of traffic and use to which they will be subjected. The other is that once the utilities are in and paid for by the developer and home owner, they should not be used by the

# Norwalk Terrace Unit Open

THE fifth unit in the 1100-home community of Norwalk Terrace will be placed on the market today, announces Spiros G. Ponty, president of Ponty-Built Homes.

The firm's president reported that 250 families have already moved into other portions of the development on Rosecrans Ave., between Pioneer Blvd. and Studebaker Rd., in Norwalk.

Priced as low as \$7600, the homes may be purchased by veterans for monthly payments ranging from \$44 after veterans' tax exemptions. Ponty said the firm would pay the difference between \$95 and the actual cost of escrow and impound charges on any two-bedroom house in Norwalk Terrace.

Veterans and their families are moving into the development at a rate of 15 per day, according to Carl N. Hicks and Associates, sales directors.

Two model homes, furnished by Barker Brothers, are open daily and Sunday from 9 a. m. to 9 p. m.

Included in the purchase of a home is a refrigerator, four-burner gas range, garbage disposer and electric bathroom heater.

Ponty has been active in the home-building business in Southern California since 1928.

## British Homes

EASTBOURNE, England. A British expert admits that Britain has "the coldest, draughtiest and dampest homes of any civilized nation." Donald V. H. Smith, a heating expert, owned up to what many foreign visitors have been saying for ages when he spoke to the housing section of the Royal Sanitary Institute.

Americans think 69 degrees is the best room temperature. Smith said most authorities agree that for Britain 63 to 64 is desirable in living rooms and 50 to 55 in bedrooms.

"These temperatures cannot be obtained by normal and traditional means," he said, "without a larger consumption of solid fuel than the present restricted amounts."

## Ownership Gains

The United States Savings and Loan League reports that the number of families owning homes has increased three-and-one-half times from the 1900 total, while the nation's non-farm population rose about one-and-one-half times.

## Private Loans

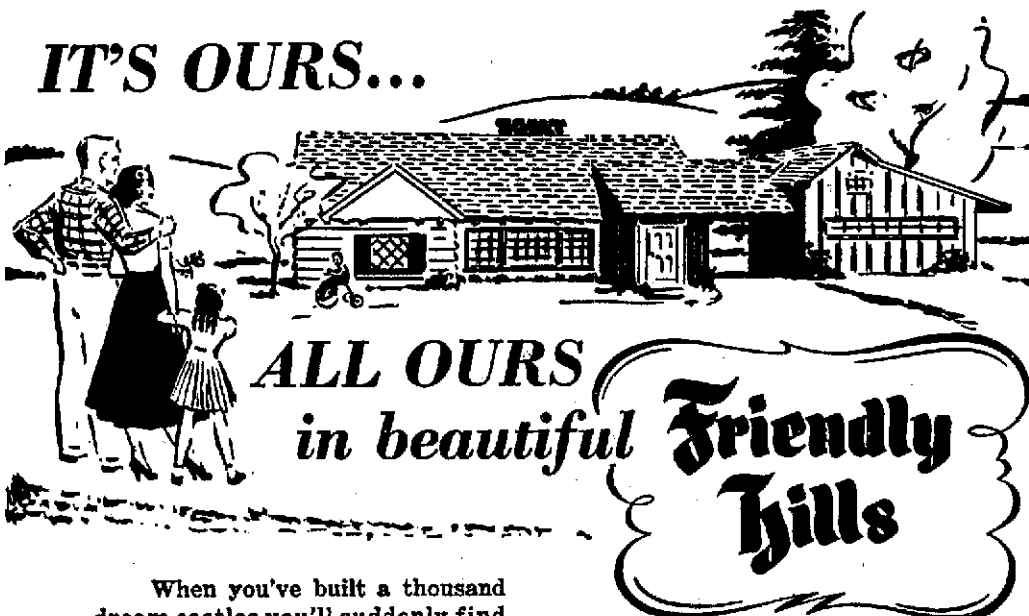
Of the \$11,828,001,000 in non-farm mortgages loaned last year, the FHA insured 19% and the VA guaranteed 12%. The remainder was financed by conventional loans.

municipality as sources of income through fees based on volume of use, and so on.

# WALKER & LEE and BARKER BROS. INVITE YOU TO VISIT UNIVERSITY HOUSE

IN THE LAKEWOOD UNIVERSITY DISTRICT  
Bellflower Blvd. and Mezzanine Street  
Open Until 9:00 P. M.

## IT'S OURS...



ALL OURS in beautiful Friendly Hills

When you've built a thousand dream castles you'll suddenly find reality in Friendly Hills, for here is everything needed for a perfect homestead. High hilltops, shaded valleys, wooded slopes, and curving country streets!

There's attraction and spaciousness to every homestead, room enough to live life to the fullest, and close

enough to be only five minutes from downtown facilities. SEE FRIENDLY HILLS for a choice lot today! Three miles east of Whittier, 16 miles from downtown Los Angeles.

All sites 100 ft. minimum frontage. Reasonable prices.

San Gabriel Development Company  
14943 East Whittier Boulevard • Whittier, California • OXford 43-943  
(Corner of Whittier Boulevard and Colima Road)



## Beautify—Protect With DURATILE!

as low as \$1.00 per sq. ft. installed, including material.

55¢ per sq. ft. self-installed, including material.

FHA APPROVED  
No Down Payment • 3 Years to Pay  
We Invite You to Visit Our Display Room  
ASPHALT FLOOR TILE—RUBBER FLOOR TILE  
Two-panel roll-away glass enclosure with chrome towel bars, installed \$85.00  
Free Estimates Gladly Given Phone 7-1237  
**DURATILE ASSOCIATES**  
723 EAST PACIFIC COAST HIGHWAY



# Mortgage Census to Be Taken

MANY residential property owners here received scheduled forms from the U. S. Bureau of the Census this past week in the first step to gather complete information on the outstanding characteristics of mortgage debt on residential property.

Approximately 100,000 owners of mortgaged properties occupied by owners will be contacted and about 250,000 rental property owners throughout the nation will receive the forms.

The Los Angeles office of the bureau reported that no estimates had been made concerning the number of owners who would be contacted in Long Beach or near-by areas.

Designated as the Survey of Residential Financing, the bureau will conduct its queries on a selected sample basis in 698 counties including some large rental properties located outside these counties.

The survey will also include information concerning sales contracts, land contracts and mortgage bond issues. Trained enumerators will contact those individuals who have been sent schedule forms and neglected to return them. This phase of the program will begin Aug. 12 in this area.

The local office expects to complete field work by Sept. 30.

Results will be tabulated and statistics will be published at a later date. The statistics will cover the United States as a whole, four geographic areas specifically and 25 of the larger standard metropolitan areas.

Information provided by the survey will supply a measure of the total outstanding mortgage debt on residential properties including the distribution of the debt between owner-occupied and rental properties and among the various types of mortgage holders.

FHA and VA mortgages will be compared with conventional loans.

Information concerning residential mortgage indebtedness will permit a better understanding of its impact upon private institutional lending practices and upon government activities, according to the bureau.

## Normalcy Seen Near

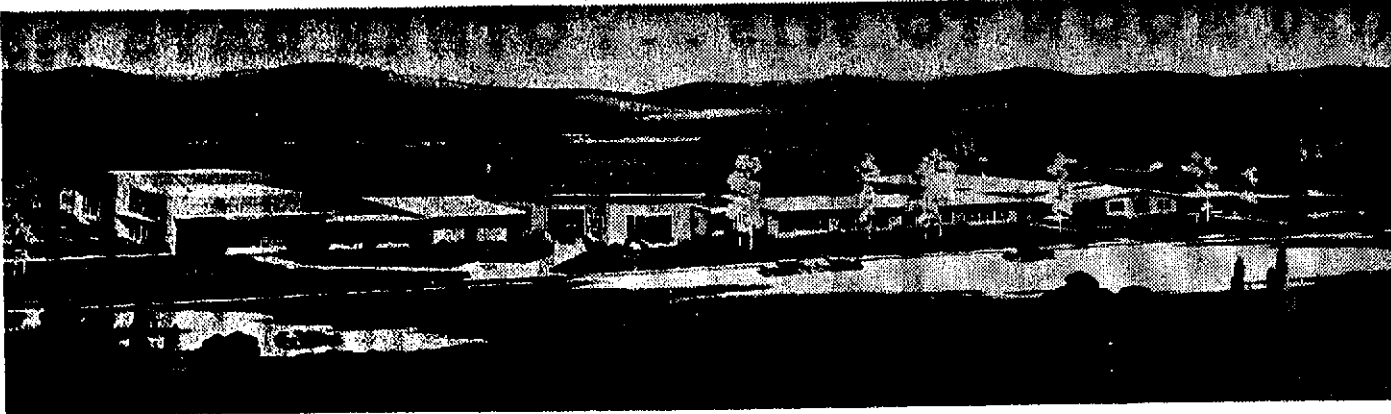
THE housing demand should reach normalcy by 1951-52, according to Leonard Marx, prominent New York Realtor who is active in chain store and other properties in 30 states.

Writing in the current issue of The Appraisal Journal, quarterly publication of the American Institute of Real Estate Appraisers of the National Association of Real Estate Boards, Marx says:

"The overall picture would seem to indicate a year of continued strong housing demand, followed by normal demand and continued housing construction, creating increased surpluses for four years. The demand for factory space will tag along at the present subnormal levels during the period and the rising production of commercial space will reach its peak after residential demand has begun to wane.

Emphasizing that the real estate profession is one of the most sensitive to cyclical fluctuations, Marx points out that the government is better equipped than ever before to combat cycles. Namely, he cites the federal government's willingness to expend large sums of money to jack up the economy and the ability of the Federal Reserve System to manipulate interest rates at a time when banks have large portfolios of government bonds.

Marx indicates that the long-range economic outlook for real estate lies in the underlying relationship between real estate value and the price of labor. He states, "since all indications are that labor will exert continuous pressure for higher wages, it follows that real estate prices and values will tend to move upwards."



This is an architect's drawing of the Samuel Gompers Elementary School which is to be built at Rutgers St. and Pavo Ave., just northwest of Bellflower Blvd. and Stearns St. The plans, drawn by Architect James R. Friend, are now at the State Division of Architecture for approval. The school will have 13 classrooms, two kindergarten rooms, lunchroom-assembly unit, library and administrative offices.

## Watson to Speak

LEGAL aspects and California policies pertaining to real estate will be discussed by D. D. Watson of Sacramento, chairman of the State Real Estate Board, when he speaks before the breakfast meeting of the Board of Realtors Tuesday in the Wilton Hotel.

Watson also serves as a member of the Governor's Council and is a member of the real estate board for the past seven years and is chairman of the division's advisory board.

Watson has also been chairman of the State Farm Lands Division and was president of the California Real Estate Association in 1931. He has served on the association's board of directors for 20 years.

Known nationally for his participation in activities of the National Association of Real Estate Boards, he was elected vice president of one of the organization's professional affiliates, the Society of Industrial Realtors.

Lewis K. Cox, president of the local board, will officiate at the breakfast.



D. D. Watson, Sacramento, will speak Tuesday morning at the breakfast of the Board of Realtors.

## 300 Los Altos Homes to Rise

CONSTRUCTION of 300 homes will be started on 62 acres in the Los Altos area this week, officials of L. S. Whaley Co. reported yesterday. Nine hundred homes are planned on the 200-acre site.

The homes will be situated near the intersection of Stearns St. and Bellflower Blvd., just north of the site for the new State College.

Approximately 675 of the new residences will be three-bedroom homes while the remainder will be two-bedroom homes. They will range in size from 900 to 1450 feet and some of the homes will have two baths.

Large plate glass windows will furnish a complete view of the back yard from the front room and living room of each home. Some of the homes will have fireplaces.

The first model home is expected to be ready for inspection within 35 days after construction is started. Developers report that there will be 24 different types of homes from which to select.

A park is also being planned for the area.

The homes are being built under Federal Housing Administration specifications and will be available through FHA or Veterans Administration loans.

### Financing Is Aid

Nearly 60 per cent of all new homes built last year were financed under "conventional" lending plans, without any form of government mortgage insurance or guaranty assistance, according to the United States Savings and Loan League.

### Owners' Loss

Because of inadequate insurance covering two-fifths of all fire losses to the average American's property are paid out of his own pocket, according to Lumbermens Mutual Casualty Co.

### Under \$10,000

Biggest demand of new home-buyers today is for homes under \$10,000.

## Near-by Activity Booms

GENERAL construction and subdivision activity reported from near-by districts include plans for 88 homes in Torrance and the building of a one-story frame and stucco five-room Sunday school in Norwalk.

The bulk of the Torrance homes, a total of 84, will be built by the Stuart Mortgage and Building Co. of Los Angeles. The remainder will be constructed by J. H. Cornell for Ayers & Held.

Johnson & Minasian, Long Beach engineers, have completed plans for the Sunday school to be built for the Church of Christ of Norwalk. The building will cover 2500 square feet. Louis S. Gamble and Associates of Long Beach are co-ordinators.

Architect Louis Shoall Miller of Long Beach is preparing working drawings for construction of a one-story and mezzanine, reinforced brick market building in Norwalk. William O. Gray of Lynwood will build the structure which will cover 30,000 square feet.

Phillip C. Boelzner of Downey

is preparing plans for a new subdivision located south of Mapledale St. and east of Pioneer Blvd., Norwalk. The subdivided two-acre site will be divided into 12 lots for H. Rudnick. Improvements will include pavement, curbs and sewers.

A new Norwalk subdivision north of Leffingwell Rd. and west of Studebaker Rd. will contain 39 acres and be divided into 222 lots for the Larwood Co. Improvements will include pavement, curbs and cesspools. Robert Barclay of Hawthorne is preparing the plans.

## Boulevard Grove Opens Second Unit

WOLF JOCHHEIM, president of the Boulevard Improvement Co., reports sales totaling \$500,000 in the second unit of Boulevard Grove where there are 95 two and three-bedroom homes.

The development is situated at Firestone Blvd. just east of Lakewood Blvd. in the heart of Downey.

Credit for the rapid pace of sales was attributed by Jochheim to the distinctive styling of the homes. There are 27 different designs.

Placing the same emphasis

on outdoor living as stressed in the first unit of 292 homes, the extended development is bordered by citrus groves and each lot has its own orange trees.

Ranging from \$8400 in price, the homes may be bought by veterans without a down payment other than escrow and impound fees, providing the veterans earn \$300 or more monthly. Monthly payments on the homes run as low as \$46.45 after veterans' tax exemptions. Non-veterans may purchase a home with a down payment of approximately \$1000 on FHA terms.

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And, included at not a cent extra: 10-year guaranteed Servel gas refrigerator; chrome-finished O'Keefe & Merritt deluxe range; Waste King garbage pulverator; Thermador electric bathroom heater; all-wool wall-to-wall carpeting in bedrooms and halls; 13'16" hardwood parquet floors in living room and dinette; decorated throughout with Dutch Boy paints; complete landscaping, front, side and rear...and dozens of other advantages!

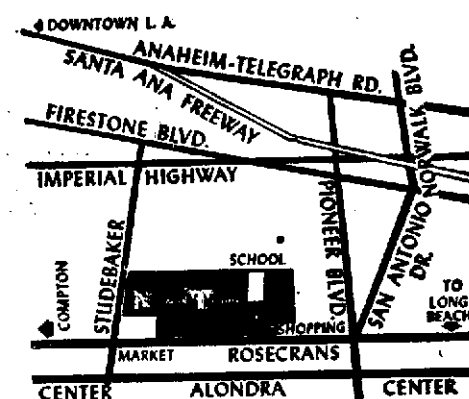
MONTHLY PAYMENTS AS LOW AS \$44 Everything Included After Vet's Tax Exemption

GOING FAST WARNING TO VETS—Come prepared for Escrow Bring Your Discharge Papers

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MEMBER OF HOME BUILDERS INSTITUTE

File the family into your car and drive out Firestone or Imperial Boulevards to Studebaker Road or to Norwalk Boulevard (San Antonio Drive) then south one-half mile to Rosecrans Avenue. From downtown L.A. go out Anaheim-Telegraph Road to Norwalk Boulevard then south to Rosecrans.

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- DOUBLE SINKS
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## 'Flamewood' Bedroom

32.95 Value 2-drawer commode	<b>27<sup>88</sup></b>	54.95 Value 4-Drawer chest	<b>47<sup>88</sup></b>
39.95 Value Full-size bed	<b>32<sup>88</sup></b>	99.95 Value Double dresser with mirror	<b>86<sup>88</sup></b>

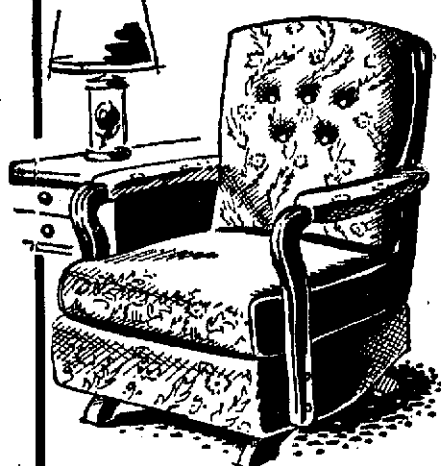
'Another exclusive 'Harmony House' best-seller in V-matched 'flamewood' veneer. Full frame construction with center drawer guides! Handsome brass plated hardware, tarnish-proof, sparkling plate glass mirrors give true reflections! Hand-rubbed, six-coat finish for lasting beauty! All pieces have sturdy, reinforced hardwood frames built for long life.



### Save on Modern Finished Chests

17.95 Value, Chests, 3-drawer	<b>14.88</b>
22.95 Value, Chests, 4-drawer	<b>18.88</b>
27.95 Value, Chests, 5-drawer	<b>22.88</b>

Select handsome walnut or maple  
finished hardwood chests with  
roomy drawers for storage space  
in bedroom or bath.



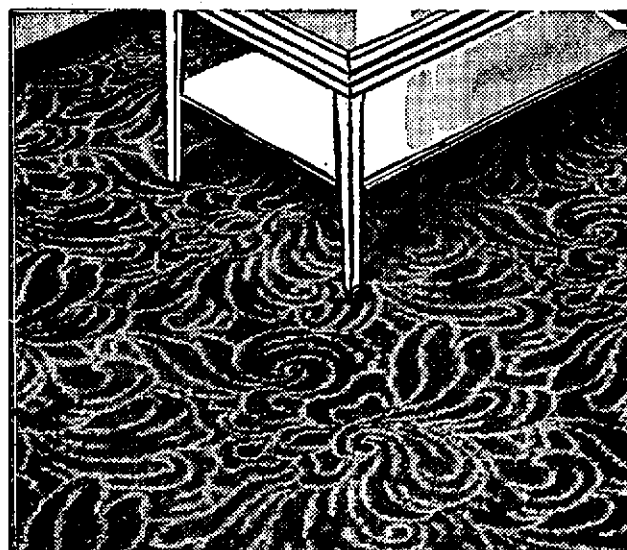
39.95 Value! Harmony  
House Platform Rocker

**29.88**

Swing rocker with shaped semi-  
pillow back. Heavy tapestry  
cover. Blond or walnut finish  
hardwood.

## Broadloom Specials!

Regular 8.95 Arabesque Broadloom

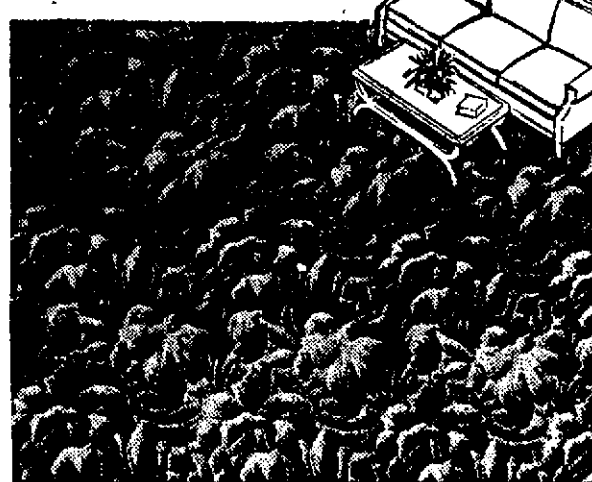


**7<sup>88</sup>**  
Square Yard

Our famous 'Harmony House' quality in 9 and 12-foot widths. Sculptured patterns and harmonious colors to make your home glow with new beauty! It's specially low priced for our big Sale of Rugs! 'Arabesque' is soft to step on—yarns are carefully blended and twisted to give a handsome two-tone effect.

Reg. 11.95 Carved Effect Broadloom

'Della Robia'

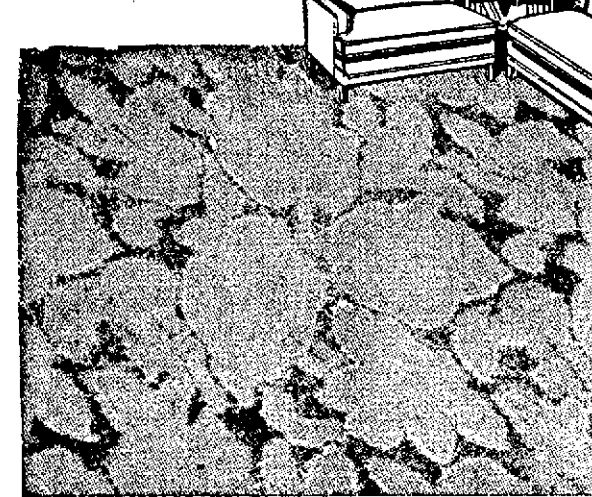


**10<sup>95</sup>**  
sq. yd.

Our finest, heaviest carved effect broadloom in rich colors that are blended in scroll-floral, leaf-floral or floral patterns. Woven in deep all-wool pile. There are 9072 thick tufts in every square foot—means extra wear! It's first quality! This splendid broadloom is available in 9 or 12-foot widths.

12.95 'Harmony House' Broadloom

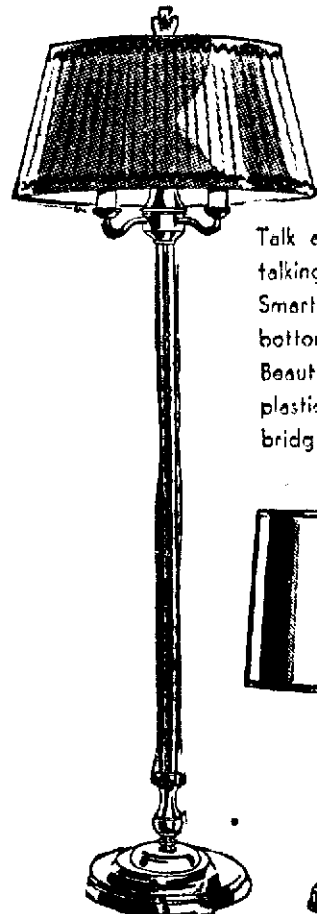
'Vanderbilt'



**11<sup>95</sup>**  
sq. yd.

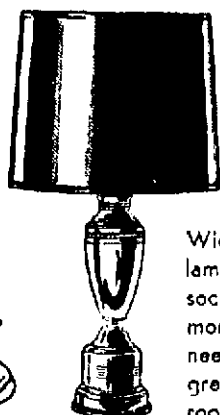
New charm for your floors, new saving for your budget. Our own exclusive quality with the design formed by a combination of plain and frieze yarns that produce an unusual effect. Tufts are firmly fastened to genuine Latex back. In 9 and 12-foot widths. Save \$1 square yard!

## Regular 9.95 Handsome Seven-Way Floor Lamp



**7<sup>88</sup>**

Talk about a good buy—and you're talking about this handsome lamp! Smartly styled with simulated onyx bottom and convenient 'nite, lite.' Beautiful bronze finish and pleated plastic shade! And we have matching bridge lamps, too!



Reg. 14.95  
Solid Brass  
Table Lamp  
**10.88**

Wide beam table lamp with deep-set socket that gives 50% more light where needed! Shades in green, aqua or maroon. Save now!

### 69.95 Value! Mattress and Box Spring Combinations

Innerspring mattress has 220 coils, 'Flexolator' insulation, strap handles. Twin or full size.

Sold separately, each 26.95

**49<sup>88</sup>**

4.99 DOWN,  
Sears Easy Terms,  
Usual Carrying Charge

### 89.95 Value! Mattress and Box Spring Combinations

Mattress has famed 'L.A. Young' unit, 256 coils with 'Flexolator' super edge. 98-coil matching box spring. Full or twin. Separately ea., 36.95

**69<sup>88</sup>**

4.99 DOWN,  
Sears Easy Terms,  
Usual Carrying Charge

### 99.95 Value! Mattress and Box Spring Combinations

1020-coil synchronized sleep ensemble! Mattress has 'Permalox' pressurized construction. Heavy ticking. Full or twin.

Sold separately ea., 39.95

**79<sup>88</sup>**

7.99 DOWN,  
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Usual Carrying Charge

### \$119 Value! Mattress and Box Spring Combinations

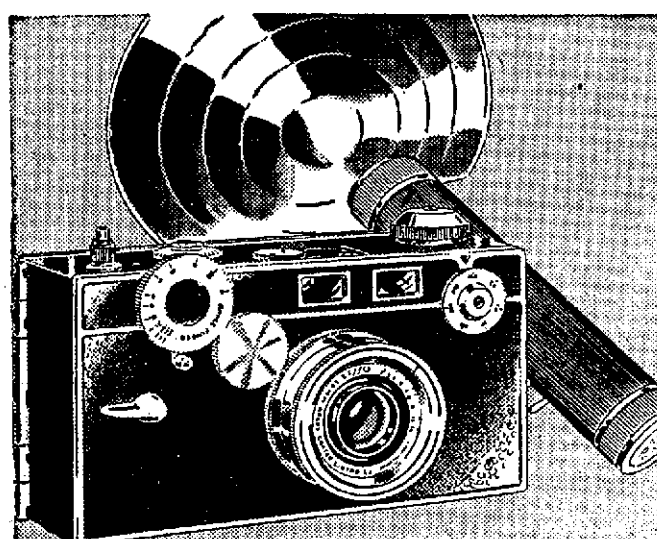
856 Individually muslin-pocketed coils in the mattress, each clipped together for durability. 90-coil box spring. Heavy damask ticking. Full or twin, separately, ea., 54.95

**89<sup>88</sup>**

8.99 DOWN,  
Sears Easy Terms,  
Usual Carrying Charge



## Modern, Accurate! Argus C-3 Camera



**52<sup>95</sup>**

\$6.20 DOWN

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